

Course Title	Direct Marketing				
Course Code	MRD330				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	To introduce students to the main principles of Direct Marketing. The managerial decision variables and media alternatives required to plan and implement Direct Marketing programs are examined in detail. Examples of Direct Marketing applications are discussed.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the fundamentals of Direct Marketing</li> <li>• Evaluate Direct Marketing efforts using established measures</li> <li>• List alternative applications of Direct Marketing</li> <li>• Describe how Direct Marketing campaigns are conducted through the use of media.</li> </ul>				
Prerequisites	MRD100	Co-requisites	None		
Course Content	<p>Definition of direct marketing; decision variables of direct marketing; objectives for direct marketing programs; size and scope of direct marketing industry.</p> <p>Building customer relationships</p> <p>The media of direct marketing: telephone; broadcast and electronic media; direct mail; the Internet.</p> <p>Strategies for direct marketers; the strategic planning process; the campaign; defining the product-market; marketing opportunity analysis; identification of strategic issues and options; selection of strategies.</p> <p>Elements of the direct marketing offer; the required elements; the optional elements; customer's obligations; planning offers for multistage marketing programs; motivation of prospects to respond; process of developing a positioning strategy.</p>				

	<p>List selection and segmentation: types of lists; the list rental process; list segmentation.</p> <p>Creative strategy and execution: definition of creativity; the creative process; the creative strategy; creative execution; evaluation of the creative effort.</p> <p>Targeted marketing using database; components of a database system; establishing a database.</p> <p>The process of fulfilment; elements of fulfilment; receiving orders; processing orders; inventory policy; warehousing issues; customer service; planning and control.</p> <p>Testing direct-mail campaigns; the nature of direct marketing testing; the testing process; efficient test designs.</p> <p>Developing direct-mail campaigns; advantages/disadvantages of direct mail; the "standard" direct-mail package; timing and sequencing of mailings; scheduling execution of a mail order package.</p> <p>Contemporary telephone marketing; basic types of telephone marketing; development of telephone marketing programs; establishment of a telephone marketing program; telephone costs. Direct response in print media; magazines as a direct-response medium; designing and executing direct-response space ads in magazines; direct response in newspapers; freestanding inserts.</p> <p>Direct response in broadcast media; the development of direct-response television; use of direct-response television; basic formats of direct-response television advertising; media planning for direct-response TV; creating direct-response TV ads; support advertising; direct response radio; use of direct-response radio.</p> <p>Marketing on the Internet; web participants; web objectives and strategies; advantages and disadvantages of Internet advertising; measuring the effectiveness of web advertising; Internet advertising and other promotional tools.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>
Teaching Methodology	E - Learning
Bibliography	<p>Stone B., Jacobs R., "Successful Direct Marketing Methods", Mc Graw Hill.</p> <p>Selected articles from periodicals and the internet.</p>

Assessment	<table border="1"><tr><td data-bbox="521 191 1065 310">Final Examinations</td><td data-bbox="1065 191 1536 310">50%</td></tr><tr><td data-bbox="521 310 1065 373">Assignments/On-going evaluation</td><td data-bbox="1065 310 1536 373">50%</td></tr><tr><td data-bbox="521 373 1536 478"></td><td data-bbox="1065 373 1536 478">100%</td></tr></table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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	100%						
Language	English						