

<b>Course Unit Title:</b>	Direct Marketing
<b>Course Unit Code:</b>	MAR207
<b>Type of Course Unit: (Compulsory/Optional)</b>	Compulsory
<b>Level of Course Unit: (first, second or third cycle)</b>	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	3
<b>Semester when the unit is delivered:</b>	6
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<p><b>Learning Outcomes of the course unit:</b>  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>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	MAR101
<b>Recommended optional program components:</b>	None
<p><b>Course Contents:</b></p> <p><b>Objective:</b>  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</p> <p><b>Description:</b>  Definition of direct marketing; decision variables of direct marketing; objectives for direct marketing programs; size and scope of direct marketing industry.</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; defining the product-market;</p>	

marketing opportunity analysis; identification of strategic issues and options; selection of strategies.

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.

List selection and segmentation: types of lists; the list rental process; list segmentation.

Creative strategy and execution: definition of creativity; the creative process; the creative strategy; creative execution; evaluation of the creative effort.

Targeted marketing using database; components of a database system; establishing a database.

The process of fulfillment; elements of fulfillment; receiving orders; processing orders; inventory policy; warehousing issues; customer service; planning and control.

Testing direct-mail campaigns; the nature of direct marketing testing; the testing process; efficient test designs.

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.

Catalog marketing; the development and marketing of catalogues; catalog design; catalog productions; catalogues and retail stores.

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.

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.

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.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

<b>Recommended or required reading:</b>	<p>Nash, E.: DIRECT MARKETING, McGraw Hill  Bird, D.: COMMONSENSE DIRECT MARKETING, Kogan Page</p> <p>Roberts, M.L./Berger, P.D. : DIRECT MARKETING MANAGEMENT, Prentice Hall</p> <p>Kern, R.M.: S.U.R.E. – Fire Direct Response Marketing: Managing Business-to-Business sales leads for Bottom – Line Success, McGraw Hill</p> <p>Stone, B., Jacobs R. : SUCCESSFUL DIRECT MARKETING METHODS NTC Publishing</p> <p>Selected articles from periodicals</p>								
<b>Planned learning activities and teaching methods:</b>	<table border="0"> <tr> <td data-bbox="617 808 1031 850">Class Instruction</td> <td data-bbox="1031 819 1274 871" style="border: 1px solid black; text-align: center;">42 Hours</td> </tr> <tr> <td data-bbox="617 861 1031 903">Consultation</td> <td data-bbox="1031 871 1274 934" style="border: 1px solid black; text-align: center;">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours				
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<b>Assessment methods and criteria:</b>	<table border="0"> <tr> <td data-bbox="625 976 1161 1018">Examinations</td> <td data-bbox="1161 976 1388 1018" style="border: 1px solid black; text-align: center;">70%</td> </tr> <tr> <td data-bbox="625 1018 1161 1060">Assignments</td> <td data-bbox="1161 1018 1388 1060" style="border: 1px solid black; text-align: center;">20%</td> </tr> <tr> <td data-bbox="625 1060 1161 1102">Class Participation</td> <td data-bbox="1161 1060 1388 1102" style="border: 1px solid black; text-align: center;">10%</td> </tr> <tr> <td></td> <td data-bbox="1161 1102 1388 1134" style="border: 1px solid black; text-align: center;">100%</td> </tr> </table>	Examinations	70%	Assignments	20%	Class Participation	10%		100%
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<b>Language of Instruction:</b>	English								
<b>Work Placement(s):</b>	No								
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia								