

DEREE COLLEGE SYLLABUS FOR: :		US credits: 3/0/3
MK 4161 DIRECT MARKETING & CRM – UK LEVEL 6		UK CREDITS: 15
PREREQUISITES:	MK 2050 Principles of Marketing or MK2030 Fundamentals of Marketing	
CATALOG DESCRIPTION:	Examination of the concepts, strategies, and applications involved in direct marketing. Topics include the scope of direct marketing, planning and launching direct marketing programs, CRM tools, measuring response, and evaluating performance.	
RATIONALE:	<p>Due to mass media clutter, it is becoming increasingly difficult for a marketer to command the attention of the target audience. Marketers are constantly seeking more effective methods to communicate with their customers and prospects. In ever increasing numbers, and in a variety of ways, marketers are turning toward the use of direct marketing methods. In the 1990s direct marketing was the fastest growing marketing system in many of the advanced markets around the world. Today the majority of enterprises use some form of direct marketing activities to complement traditional marketing practice. This trend is expected to continue as relationship marketing has come into more widespread practice. Direct marketing techniques are evolving and marketers are finding new applications, with the purpose of securing direct communications with customers/prospects, thereby improving the effectiveness of the marketing communication effort.</p>	

<p>LEARNING OUTCOMES:</p>	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of the Specialized area of direct marketing, strategy development. 2. Critically analyze data in developing a direct marketing plan for a specific product or service 3. Evaluate ethical issues concerning consumers'. 4. Apply critical thinking and teamwork, to create, and assess a range of options to exploit market opportunities and solve marketing problems using direct marketing. 								
<p>METHOD OF TEACHING AND LEARNING:</p>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> - Class lectures, discussions on weekly reading and practical problems solved in class. - Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. - Use of Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 								
<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="558 1247 1349 1409"> <tr> <td>Project (1.800-2.200 words) Create a direct marketing plan</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Final Examination (2hour, comprehensive) Short answers to essay questions</td> <td style="text-align: center;">60</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="558 1472 1349 1671"> <tr> <td>Course work: Class discussions, assignments</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Diagnostic tests, interim evaluations (2) of the direct marketing plan to discuss and assess progress</td> <td style="text-align: center;">0</td> </tr> </table> <p>The formative coursework aims to prepare students for the examination. The final project tests Learning Outcomes 2,4 The final examination tests Learning Outcomes 1,3</p>	Project (1.800-2.200 words) Create a direct marketing plan	40	Final Examination (2hour, comprehensive) Short answers to essay questions	60	Course work: Class discussions, assignments	0	Diagnostic tests, interim evaluations (2) of the direct marketing plan to discuss and assess progress	0
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<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p>								

	<p>Spiller, I., Baier, M. <i>Contemporary direct and Interactive Marketing</i>. 2nd edition. Pearson Education</p> <p>RECOMMENDED READING:</p> <p>Kerstin Reimer, Oliver J. Rulz, Koen Pauwel. (2014), How Online Consumer Segments Differ in Long-Term Marketing Effectiveness. <i>Journal of Interactive Marketing</i>. Volume (28), Issue 4. November, PP: 271-284.</p> <p>Allaway Arthur W., Giles D' Souza, Berkowitz, D. and Kyoungmi (Kate). Kim. (2014), Dynamic Segmentation of Loyalty Program Behaviour. <i>Journal of Database Marketing & Customer Strategy Management</i>. Volume (2), Issue 1. March</p> <p>Tapp, A.(2011), <i>Principles of Direct and Database Marketing</i>, Prentice Hall, latest edition.</p> <p>Bird, B. (2010), <i>Commonsense Direct Marketing</i>, Kogan Page Publishing.</p> <p>Reicheld, F. (2011), <i>The Loyalty Effect</i>, Harvard Business Press.</p> <p>Hallberg, G. (2012), <i>All Consumers are not Created Equal</i>, John Wiley & Sons Publishing.</p> <p>Peppers, D. and Rogers, M.(2011), <i>The One-to-One Future</i>, Piatkus.</p> <p>Martin, C. Payne, A. and Ballantyne, D. (2013), <i>Relationship Marketing</i>, New York: Routledge.</p> <p>Larry, H. <i>The Relationship Revolution</i> (2010) <i>Closing the Customer Promise Gap</i>, Hoboken, NJ: Wiley.</p> <p>Kumar,V., and Reinartz, W. (2012), <i>Customer Relationship Management</i>, 2nd ed. New York: Springer.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>RECOMMENDED MATERIAL: Interactive Marketing, Marketing Week</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Written project submitted in Word using appropriate terminology</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, Excel, PowerPoint</p>
<p>WWW RESOURCES:</p>	<p>WWW RESOURCES: www.eede.gr (Hellenic Management Association) www.sde.gr (Association of Greek Advertisers) www.edee.gr (Association of Greek Advertising and Communication Agencies)</p>

	<p>www.dpa.gr (Hellenic Data Protection Agency)</p> <p>www.synigoros.gr (The Greek Ombudsman)</p> <p>www.synigoroskatanaloti.gr (The Greek Ombudsman for Consumers)</p> <p>www.theidm.com (The Institute of Direct Marketing)</p> <p>www.the-dma.org (American Direct Marketing Association)</p> <p>www.fedma.org (Federation of European Direct and Interactive Marketing)</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. The scope of Direct Marketing 2. The Planning Process 3. Planning for Direct Market 4. Customer concepts <ul style="list-style-type: none"> - Customer Life Cycle - Customer Life-time value - Share of Customer - The customer Loyalty Ladder - Customer Portfolio 5. Databases for Direct Marketing <ul style="list-style-type: none"> - understanding databases for direct marketing - setting up databases - analysis and applications - using external databases in direct marketing 6. Setting objectives and developing strategies within direct marketing <ul style="list-style-type: none"> - Direct marketing objectives and strategies - The strategic influences on direct marketing - Customer Relationship Management and managing customer loyalty 7. Direct Marketing Implementation and Control <ul style="list-style-type: none"> - Developing direct marketing offers - Promotional incentives - Testing, budgeting and research 8. Ethical and legal issues in direct marketing <ul style="list-style-type: none"> - Privacy Protection