



APPLIES TO ACADEMIC YEAR  
2002/2003

## MRK 9803 Direct Marketing

### Program

The Associate Degree Program in Marketing Communication

### Responsible for the course

Gorm Kunøe

### Department

Marketing

### Term

Fall or spring. Contact your local college for more information

### ECTS Credits

6

### Objective

Direct marketing and database marketing are among the fastest growing fields within marketing. The extensive use of IT to develop customer-supplier relations poses a totally new set of tools for the marketer than the traditional tools known from mass marketing.

The goal of the course is to give students with a solid background from marketing a profound knowledge of how you market directly without the use of intermediaries. To learn the strategies, rules, and the procedures that are special to direct marketing. A special goal is to teach students how to use marketing systems in the management of customer communication.

### Prerequisites

In order to understand the challenges of direct marketing it is imperative that the students have solid knowledge of marketing.

### Compulsory literature

Kunøe, Gorm og Øystein Svarød. 2002. *Direkte markedsføring*. Rev.utg. Oslo: ScanForum forlag.

Kunøe, Gorm, red.1998. *Artikkelsamling: Direkte markedsføring og databasemarkedsføring*. Sandvika: BI forlag.

### Recommended literature

Vavra, Terry. 1997. *Improving your measurement of customer satisfaction*. Milwaukee. Wis.: ASQ Quality Press.

### Course outline

- Introduction to direct marketing and database marketing
- Strategies in direct marketing
- Direct marketing in operation: From Internet to letters and TM.
- The database and the datasystems
- Market possibilities and datamining
- The economic part of direct marketing
- Cross selling
- Fulfilment
- Norwegian cases

### Computer-based tools

Computer-based tools are crucial in direct marketing. The use of data tools in direct marketing is taught specifically.

### Course structure

The course will be taught during 42 hours of lecturing and the students' own team work.

**Evaluation**

The evaluation of the course is a three-hour written examination.

**Evaluation code(s)**

MRK 98031 - written examination, which accounts for 100% of the grade in MRK 9803, 2 credits.

**Aids at the examination**

No aids are allowed.

**Makeup exam**

A makeup exam is held in every term.