



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 9803 Direct Marketing

Program

Bachelor's Program in Marketing Communication

Responsible for the course

Gorm Kunøe

Department

Marketing

Term

According to study plan

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

A three-hour individual written examination completes the course.

Evaluation code(s)

MRK 98031 - written examination, which accounts for 100% of the grade in MRK 9803 Direct Marketing, 6 credits.

Aids at the examination

No aids are allowed.

Makeup exam

A makeup exam is held in every term.