



EXC 2602 Direct Marketing

Studium

Bachelor in Business Administration (3. år)

Kursansvarlig

Gorm Kunøe

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Mål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Sargeant, Adrian og West, Douglas C. 2001. Direct and interactive marketing. Oxford: Oxford University Press

Artikkelsamling:

Kunøe, Gorm red.. 2005. Artikkelsamling/Collection of articles: Direkte markedsføring og databasemarkedsføring. Oslo: Handelshøyskolen BI.

The collection consists:

1. Barwise, Patrick. 2002. "Permission-Based Mobile Advertising". Journal of Interactive Marketing. Vol 16/ No.1/ Winter. (10 pages)
2. Dommeyer, Curt J. og Gross, Barbara L. 2003. "What Consumers Know and What They Do: An Investigation of Consumer Knowledge, Awareness, and Use of Privacy Protection Strategies". Journal of Interactive Marketing. Vol 17/ No. 2/ Spring (17 pages)
3. Gupta, Sunil og Lehmann, Donald R. 2003. "Customers As Assets. Journal of Interactive Marketing. Vol 17/ No. 1/ Winter (15 pages)
4. Heilman, Carrie M., Kaefer, Fredrick og Ramenofsky, Samuel D. 2003. Determining the Appropriate Amount of Data for Classifying Consumers for Direct marketing Purposes". Journal of Interactive Marketing. Vol 17/ No. 3/ Summer (23 pages)
5. Mathwick, Charla. 2002. "Understanding the online Consumer: A Typology of Online Relational Norms and Behavior". Journal of Interactive Marketing. Vol 16/ No. 1/ Winter (15 pages)
6. Montoya-Weiss, Mitzi M., Voss, Glenn B. Og Grewal, Dhruv. 2003. "Determinants of Online Channels Use and Overall Satisfaction With a Relational Multichannel Service Provider". Journal of the Academy of Marketing Science. Vol. 31, No. 4. (10 pages)

Anbefalt litteratur

Bøker:

Stone, Bob og Jacobs, Ron. 2001. Successful direct marketing methods. 7th. ed. McGraw Hill

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon