



APPLIES TO ACADEMIC YEAR 2009/2010

EXC 2602 Direct Marketing

Programme

Bachelor in Business Administration (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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

Basic course in Marketing or equivalent.

Compulsory reading

Books:

Evans, Martin, Lisa O'Malley and Maurice Patterson. 2004. Exploring direct and relationship marketing. 2nd ed. London : Thomson

Collection of articles:

Kunøe, Gorm red.. 2005. Artikkelsamling/Collection of articles: Direct Marketing and Database Marketing. 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)

Recommended reading

Books:

Stone, Bob and Ron Jacobs. 2008. Successful direct marketing methods. 8th ed. London : McGraw-Hill

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 36 hours of lecturing and the students' own team work.

Examination

A three-hour individual written examination completes the course.

Exam code(s)

EXC 26021 - written examination, which accounts for 100% of the grade in EXC 2602 Direct Marketing, 6 credits.

Examination support materials

No aids are allowed.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.

Additional information