



APPLIES TO ACADEMIC YEAR 2009/2010

## MRK 9803 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

Norwegian

### 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

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

### 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: Direkte markedsføring og databasemarkedsføring. Oslo: Handelshøyskolen BI.

Artikkelsamlingen omfatter følgende artikler:

1. Barwise, Patrick. 2002. "Permission-Based Mobile Advertising". Journal of Interactive Marketing. Vol 16/ No.1/ Winter. (10 sider )
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 sider)
3. Gupta, Sunil og Lehmann, Donald R. 2003. "Customers As Assets. Journal of Interactive Marketing. Vol 17/ No. 1/ Winter (15 sider)
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 sider)
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 sider)
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 sider)

**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)**

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

**Examination support materials**

No aids are allowed.

**Re-sit examination**

A makeup exam is held in every term.

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 2010. Re-sit exam will be offered every term even spring 2012.

**Additional information**