



APPLIES TO ACADEMIC YEAR 2012/2013

## MRK 3671 Interactive marketing

### Programme

Bachelor in Market Communication (3. year)

### Responsible for the course

Gorm Kunøe

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

Interactive communication is among the marketing means with the greatest expansion especially after the rapid development of social media. The use of IT – systems and digital communication in dialogue marketing to develop customer relations give the marketer a totally different set of marketing tools than we know from mass marketing.

The learning objective of the course is to give students with a solid background in marketing topics in-depth knowledge of how you influence buying and direct sales without intermediaries. To learn strategies, rules and procedures which are special to direct marketing and social medias.

A special objective is to teach students to understand how you use CRM-systems to manage customer communications.

### Learning outcome

The target of the course is to raise the student to a knowledge level that makes it possible for them to plan and execute interactive marketing and sosial media.

### Knowledge objectives

- To understand and employ basic theories and principles about interactive communication and dialogue marketing
- Have the knowledge of the methods used in qualitative and quantitative analysis of target groups and evaluate the economic results of various direct marketing campaigns and programs in a integrated, interactive communication context
- Students shall develop basic knowledge about planning, execution and evaluation of interactive communication campaigns and programs
- Be introduced to IT-based CRM-systems
- Be introduced to the possibilities of digital technology to be used in customer – supplier dialogue and interactivity
- Learn the ethical sides of interactive marketing

### Objectives of skills

- Employ theories of interactive market communication to targeted company one-to-one communication
- Develop strategies of interactive communication
- Be able to combine various communication tools to targeted influence of specific segments
- Be able to evaluate the effect of means used
- Identify the consequences to one's own organisation in the execution of direct marketing
- Budget and calculate the profit of campaigns and programs

### Reflection

- Be made aware of the fact that interactive communication must be carried out in accordance with basic customer privacy in order to protect the individual customer against privacy violation, and secure the need for personal integrity, the sanctity of private life and the high quality of personal information when used in the supplier's databases.
- Be conscious that high quality interactive communication reduces the negative impact on the environment

## Prerequisites

### Compulsory reading

#### Books:

Spiller, Lisa D. and Martin Baier. 2009. Contemporary direct & interactive marketing. 2nd ed. Pearson Education. 450 sider

Tuten, Tracy L. og Solomon, Michael R. Solomon. 2012. Social media marketing. Pearson Education

#### Collection of articles:

Følgende artikler vil bli bruk i kurset. Publiseres i It's Learning.

Barwise, Patrick. 2002. "Permission-Based Mobile Advertising". Journal of Interactive Marketing. Vol 16/ No.1/ Winter. (10 sider )

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)

Gupta, Sunil og Lehmann, Donald R. 2003. "Customers As Assets. Journal of Interactive Marketing. Vol 17/ No. 1/ Winter (15 sider)

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)

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)

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 : interactive, database, and customer-based marketing for digital age. 8th ed. McGraw-Hill

### Course outline

- Introduction to interactive communication
- Strategies in interactive communication
- Means in interactive communication: From Internett to direct letters, TM and social media
- Databases and CRM-systems
- Market possibilities and datamining
- Social media
- Economy in interactive communication
- CRM-systems
- Cross selling
- Fulfilment
- Cases

### Computer-based tools

No specified computer-based tools are required, but typical IT-based CRM-systems will be demonstrated.

### Learning process and workload

The course consists of 36 hours of class room teaching during one semester. Students are encouraged to work with questions raised and relate the theories to their own company.

In the course are two essays included. One deals with programs of lojalty and the other deals with social media. The essays may be solved individually or in gropus of up to three students. It's learning will be used both for hand-out and hand-in and the students will be informed about dates when course starts. To fulfil coursework requirement minimum one out of two essays must be approved by the lecturar. Students not fulfilling coursework requirement will not be alloed deliver the final project paper.

Recommended workload in hours

Activity	Hours
Participation at lectures	36
Preparations to lectures	24
Solving cases (individually and in	40

groups)	
Own studies of literature	40
Project	60
<b>Total recommended use of time</b>	<b>200</b>

### **Use of hours**

#### **Examination**

A project paper concludes the course.

The project paper is handed out at course start and can be solved individually or in groups of up to three students.

#### **Examination code(s)**

MRK 36711 - Project paper, counts 100% to obtain final grade in MRK 3671 Interactive communication and social media, 7.5 credits.

#### **Examination support materials**

All support materials are allowed.

#### **Re-sit examination**

Re-sit examination is offered every term.

#### **Additional information**