



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Direct Marketing							
Course Code		PRL151		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	1	Practice	1	Laboratory	0
Objectives of the Course		To inform students about direct marketing concept, its' development and application techniques							
Course Content		To be able to comprehend the place and function of direct marketing in the marketing process.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Direct Marketing Concept and Development
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
2	Theoretical	Direct Marketing and Data Base Marketing
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
3	Theoretical	Direct Marketing Techniques
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
4	Theoretical	Direct Post
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
5	Theoretical	Tv Advertising at Direct Marketing
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
6	Theoretical	Catalog Marketing
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
7	Theoretical	Telephone marketing
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
8	Theoretical	Automatic vending machines and kiosks
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
9	Intermediate Exam	
10	Theoretical	Direct Sales
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
11	Theoretical	Direct marketing and providing customer loyalty
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
12	Theoretical	Evaluation of Direct Marketing Activities
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
13	Theoretical	Case Studies
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
14	Theoretical	Case studies
	Preparation Work	Pınar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.
15	Final Exam	



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to identify and create direct marketing techniques
2	To be able to explain direct marketing tools
3	Strategic planning in direct marketing
4	Distinguish methods between direct marketing and traditional marketing
5	To have knowledge about direct marketing practices in the world

Programme Outcomes (Cooperatives)

1	Define the problems at micro and macro levels in cooperatives area and gain the ability of solution
2	Gain the ability of applying accounting transactions in cooperatives and Gain the ability of get and comment of datas in cooperatives area
3	Gain the ability of executing establishment and functioning of cooperatives and top organizations independently
4	Gain the ability of create solidarity culture and communication so they can fulfill duties and responsibilities
5	Gain the ability of applying the knowledges about economics, business, law and communication on cooperatives areas.
6	Gain the ability of watching, global, international and local cooperatives acts and improvements

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	3	3	2	2
P2	2	3	3	3	2
P3	3	3	3	2	3
P4	2	3	3	3	2
P5	3	3	3	2	3
P6	2	3	3	2	3

