AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Direct Marketing					
Course Code		PRL151		Couse 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	Pırnar İge (2006) Doğrudan Pazarlama, Seçkin Yayıncılık.

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

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

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	2	2	2	2	2
P2	2	2	2	2	2
P3	2	2	2	2	2
P4	2	2	2	2	2
P5	5	5	5	5	5
P6	2	2	2	2	2
P7	2	2	2	2	2
P8	2	2	2	2	2
P9	2	2	2	2	2
P10	2	2	2	2	2
P11	2	2	2	2	2
P12	2	2	2	2	2