



## 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*] = <b>ECTS</b>				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

