	DIR	ECT	MARKETING
1	Course Title:	DIRECT	MARKETING
2	Course Code:	PZRS03	2
3	Type of Course:	Optional	
4	Level of Course:	Short Cy	/cle
5	Year of Study:	2	
6	Semester:	4	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	2.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to t	face
14	Course Coordinator:	Öğr. Göı	r. MELİS FİDANCI SEZER
15	Course Lecturers:		
16	Contact information of the Course Coordinator:		
17	Website:		
18	Objective of the Course:		n students on the concept of direct marketing, its ment and application techniques
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
	•	1	Being able to comprehend the point and function of direct marketing during the Marketing process
		2	Being able to establish and use a relation between direct marketing and database marketing
		3	Being able to define and constitute direct marketing techniques
		4	Being able to implement the entire direct marketing techniques in convenient marketing strategies
		5	Being able to apply CRM in direct marketing
		6	Being able to ensure customer satisfaction in direct marketing
		7	Being able to manage the CCM (Customer Complaints Management) system in direct marketing
		8	Being able to instruct required manipulations in direct marketing in order to avoid any tarnish of the corporate and/or brand image
		9	Being able to apply professional ethics and legal procedures in direct marketing
		10	Being able to measure the efficiency of direct marketing
21	Course Content:		
		Co	ourse Content:
	Theoretical		Practice
1	Direct Marketing Concept		
2	Direct Marketing and Data Base Mar	rketing	

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