

## DIRECT MARKETING

<b>1</b>	Course Title:	DIRECT MARKETING	
<b>2</b>	Course Code:	PZRS032	
<b>3</b>	Type of Course:	Optional	
<b>4</b>	Level of Course:	Short Cycle	
<b>5</b>	Year of Study:	2	
<b>6</b>	Semester:	4	
<b>7</b>	ECTS Credits Allocated:	3.00	
<b>8</b>	Theoretical (hour/week):	1.00	
<b>9</b>	Practice (hour/week):	2.00	
<b>10</b>	Laboratory (hour/week):	0	
<b>11</b>	Prerequisites:	None	
<b>12</b>	Language:	Turkish	
<b>13</b>	Mode of Delivery:	Face to face	
<b>14</b>	Course Coordinator:	Öğr. Gör. MELİS FİDANCI SEZER	
<b>15</b>	Course Lecturers:		
<b>16</b>	Contact information of the Course Coordinator:		
<b>17</b>	Website:		
<b>18</b>	Objective of the Course:	To inform students on the concept of direct marketing, its development and application techniques	
<b>19</b>	Contribution of the Course to Professional Development:		
<b>20</b>	Learning Outcomes:		
		<b>1</b>	Being able to comprehend the point and function of direct marketing during the Marketing process
		<b>2</b>	Being able to establish and use a relation between direct marketing and database marketing
		<b>3</b>	Being able to define and constitute direct marketing techniques
		<b>4</b>	Being able to implement the entire direct marketing techniques in convenient marketing strategies
		<b>5</b>	Being able to apply CRM in direct marketing
		<b>6</b>	Being able to ensure customer satisfaction in direct marketing
		<b>7</b>	Being able to manage the CCM (Customer Complaints Management) system in direct marketing
		<b>8</b>	Being able to instruct required manipulations in direct marketing in order to avoid any tarnish of the corporate and/or brand image
		<b>9</b>	Being able to apply professional ethics and legal procedures in direct marketing
		<b>10</b>	Being able to measure the efficiency of direct marketing
<b>21</b>	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
<b>1</b>	Direct Marketing Concept		
<b>2</b>	Direct Marketing and Data Base Marketing		

3	Direct Marketing Techniques	
4	Direct Post	
5	Tv Advertising at Direct Marketing	
6	Marketing with Catalog	
7	Marketing with Telephone	
8	Course review and Mid-term	
9	Retail Machine and Kiosks	
10	Direct Sales	
11	Direct Marketing and Customer Loyalty	
12	Evaluation of Direct Marketing Activities	
13	Case Studies	
14	Case Studies	
22	Textbooks, References and/or Other Materials:	Lester Wunderman(2006) Doğrudan Pazarlamanın Kurucusu MediaCat Kitapları
23	Assesment	
<b>TERM LEARNING ACTIVITIES</b>		
	<b>NUMBER</b>	<b>WEIGHT</b>
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		
<b>24</b>	<b>ECTS / WORK LOAD TABLE</b>	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	7.00	7.00
Others	0	0.00	0.00
Final Exams	1	14.00	14.00
Total Work Load			98.00
Total work load/ 30 hr			3.03
ECTS Credit of the Course			3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	3	4	3	4	4	4	4	4	4	4	5	0	0	0	0
ÖK2	3	4	5	3	5	4	4	4	4	4	4	5	0	0	0	0
ÖK3	4	5	4	4	3	4	5	5	5	4	4	5	0	0	0	0
ÖK4	5	4	4	5	4	5	5	5	5	4	4	5	0	0	0	0
ÖK5	5	4	5	4	4	4	5	5	5	4	5	5	0	0	0	0
ÖK6	4	4	5	5	4	5	5	4	4	5	5	5	0	0	0	0
ÖK7	5	4	4	5	5	4	4	5	5	5	5	5	0	0	0	0
ÖK8	4	5	5	5	4	5	5	5	4	5	4	5	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>LO: Learning Objectives    PQ: Program Qualifications</b>																
<b>Contribution Level:</b>	<b>1 very low</b>			<b>2 low</b>			<b>3 Medium</b>			<b>4 High</b>			<b>5 Very High</b>			