



Course Title: Direct Marketing
Course Code: MKTG715
Credit Units: THREE
Course Level: PG

L	T	P/S	SW	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	2	2	3

Course Objectives:

Direct Marketing course provides an introduction to digital and offline direct marketing. The course covers all major direct marketing media: direct mail, broadcast, print, catalog etc. with a special emphasis on the use of different platforms such as email, SMS text, paid search, Mobile apps and social media. Student will learn how databases to be created and accessed for the direct marketing. Students will learn measurability and accountability of direct marketing and its relationship to the 4P's. Direct marketing is quickly becoming an integral part of the marketing strategies of general marketing as well as the method of operation of traditional direct marketers. The course focuses on the marketing perspectives and technologies that are distinctly used for direct marketing and expose students to lead generation and retention activities in both B2B and B2C Environment.

Prerequisites:

The student opting for this course should have successfully completed the course of Marketing Management. The student is expected to combine the learning across specialization courses including Brand Management, Consumer Behavior and Market Research.

Course Contents/Syllabus:

	Weightage (%)
Module I Conceptual Framework of Direct Marketing	15%
Basics and scope of Direct Marketing, Objectives of Direct Marketing, Advantage & Disadvantage of Direct Marketing, Integrated Direct Marketing, Business, Strategic & Direct Marketing planning.	
Module II Analyzing & Encashing Marketing opportunities for Direct Marketing	

Research design for direct marketers, The Customer Database: Analysis and Application, Consumer & Business mailing list, offer, Media of direct marketing- Magazines, Newspaper, TV/ Radio, Co-Ops, Telemarketing, Internet E-communications, Managing Direct Sales Force.	25%
Module III Managing the Creativity Process in Direct Marketing	
Introducing Creative Practices and techniques, Direct Marketing Creativity, Basic Steps of Managing catalogue & print advertising, Innovation through Creativity & testing The Strategic drivers of Creative Practices.	25%
Module IV Direct Marketing into Business	
B to B Marketing, Making a lead generation programme, Overview of E-commerce.	20%
Module V Direct Marketing Implementation and Control	
Marketing Intelligence- Modeling for business decision support, Mathematics tool for control in Direct marketing, Future of Direct Marketing.	15%

Course Learning Outcomes:

- To identify managerial issues in Direct Marketing and analyze the offer , list and creative in response rate;
- To design a comprehensive direct marketing strategy and improve prospecting skills.
- To apply new media and evaluate the direct marketing efforts for the organization.
- Develop a budget, estimate revenues for Direct marketing activities and fulfillment planning.
- Demonstrate the ability to conceive ideas, manage the creative process, evaluate information and use it to plan and develop campaign strategies.

Pedagogy for Course Delivery:

This course will be taught using the Four Quadrant Approach ie. The course will have e-Tutorial, e-Content, Assessment and Discussions. Also a mix of theory and the case method will be used. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concepts. The course will encompass Discussion forum for clarifying doubts/ questions.

Assessment/ Examination Scheme:**Theory Assessment (L&T)****List of PSDA:**

1. Understand, Apply and Create a Brochure and a Catalogue for a product of your choice
2. Design a Direct Marketing Plan to Sell the Product for which you have designed the Brochure / Catalogue

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Assignments	Attendance	
Linkage of PSDA with Internal Assessment Component		Linked with PSDA 1 & 2			
Weightage (%)	10%	20%	5%	5%	60%

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
40%	NA	60%

Text Reading

- Bob stone & Ron Jacobs (2011), Successful Direct Marketing Methods, Tata McGraw Hill. References:

References

- Nash & Edward L (2009), Direct Marketing Hand Book, Tata McGraw Hill

Additional Readings

- Spiller, Baier, “Contemporary Direct & Interactive Marketing” (2nd edition, Prentice Hall)

Any other Study Material:

- International Journal of Advertising
- Journal of Advertising Research
- Journal of Advertising