

Value Added Course in **Direct Marketing (MBAVAC002)**

The value-added course on Direct Marketing provides an understanding in Digital and offline direct marketing. The course covers all the major direct marketing media, direct mail, broadcast, print, catalogue etc., with the emphasis on the use of different platforms such as social media, e-mail, SMS, text, paid search and mobile apps. Students will learn the following from this course:

- (1) How databases are created and assessed for the direct marketing.
- (2) Measurability and accountability of direct marketing and its relationships with 4 P's.

Course Contents/ Syllabus

Module I

Conceptual framework of Direct Marketing, Basics and scope of Direct Marketing, Objectives of Direct Marketing, Advantage and Disadvantage of Direct Marketing, Integrated Direct Marketing, Business, strategic and direct marketing planning.

Module II

Analyzing and Enhancing Marketing opportunities for Direct Marketing, Research Design for Direct Marketers, The customer database, Analysis and application, consumer and business mailing list, offer, Media of Direct marketing / Magazines, TV / Radio, Co-Ops, Telemarketing, Internet E-Communications, Managing Direct Sales force.

Module III

Managing the creativity processes in direct marketing, Creative practices and techniques, Direct marketing Creativity, Basic step of Managing catalogue and print advertising, innovation through creativity and testing. The strategic drivers of creative practices.

Module IV

Direct Marketing, B2B Marketing, Making a lead generation programme, Overview of E-Commerce.

Module V

Direct Marketing Implementation and control, Marketing Intelligence – Model for business decision support, Mathematical tool for control in Direct Marketing, Future of Direct Marketing.

TEXT READING:

- (1) Bob stones and on Jacobs (2011), Successful Direct Marketing Methods, Tata McGrawhill
- (2) Nash and Edward L (2009) Direct Marketing Handbook, Tata MCGrawHill Journals