

Direct Marketing Workshop

Course ID	B+W0028w
Lecturer	Prof. Dr. Andrea Müller
Study Program	BW / LH / WI
Level	Bachelor
Language	English
Credit Hours / ECTS	StuPo 2013/2: 2 Credit Hours / 2 ECTS StuPo 2016/2: 2 Credit Hours / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Postprocessing
Course Type	Seminar
Exam	Lab Work and Presentation
Requirements	Basic understanding of direct marketing
Max Participants	-
Contents	<p>The course is an introduction to direct-marketing principles and is based on a firm marketing background. It is designed to provide an understanding of how target-group specific, personal and direct communication, promotion and sales are done, as well as which challenges are to be resolved for companies of all industries.</p> <p>The first part of the course provides the students with a basic understanding of direct marketing, its main definitions and history of development. The second part focuses on concepts, methods and instruments of direct-marketing activities.</p> <p>The central issues are:</p> <ul style="list-style-type: none"> • Which media are used for initiating and cultivating customer relationships? • Are there differences in acceptance and communication quality? Why? • What are success criteria for direct-marketing campaigns? • Are there cultural differences? • How can the success of an action be measured? <p>Students will have opportunities to take part in field visits to direct-marketing companies and guest presentations.</p>
Learning Objectives / Skills	<p>By the end of the course students should be able to</p> <ul style="list-style-type: none"> • distinguish the methods and targets of direct marketing • develop suitable concepts of direct marketing for case studies
Literature	Provided in class