

COURSE NAME: DIRECT MARKETING

UFV CODE: 1378 **ECTS:** 4.5

TYPE OF COURSE: OP, 2C

INTERNATIONAL CODE: MKT1378 **YEAR:** 3

REQUIREMENTS: MKT13210

OBJECTIVES: To give the students a thorough, practical understanding of direct marketing,

as used for informational and promotion purposes, or as retail channel

COURSE DESCRIPTION: Introduction and description of basic concepts:

customer

segmentation, data warehouses and data mining. Direct mail: concept and design.

Building customer loyalty. Data Protection: the legal context in Spain. Selling by mail.

Internet and user groups. Analysing the strategies behind information, promotion and

retailing actions

BIBLIOGRAPHY: KOTLER, F., ARMSTRONG, G.: Fundamentos de Marketing (6ª edición).

Pearson Educación, México 2003

METHODOLOGY: Based on case studies: analyzes of varied strategies

EVALUATION: Class attendance and participation (50%) and individual assignments (50%)

PROFESSOR: To be appointed **LANGUAGE:** Spanish