Juraj Dobrila University of Pula

Zagrebačka 30
52100 Pula
Croatia

			Course Syllabus	
Course Code and Title	Direct Marketing			
Name(s) of Lecturer(s) (with website link)	Full Professor, Erik Ružić, Ph.D. Sara Maga, MSc Econ.			
Study programme	Graduate study program, Business Economics, Marketing Management			
Course status	Mandatory	Study level	Graduate	
Semester	Summer	Study year	I.	
Classroom location	Classroom, Preradovićeva 1	Teaching language(s)	English	
ECTS credits	6	Number of hours per semester	30 –0 – 30	
Prerequisites	There are no prerequisites for enrolling in the course.			
Correlativity	Sales Management, e-marketing, Customer relationship Management (CRM), Social media marketing			
Objective of the course	Apply direct marketing techniques and manage direct marketing activities.			
Learning outcomes	1. To identify the specificities of direct marketing and direct marketing tools. 2. To apply direct marketing tools, methods, and techniques. 3. To recommend direct marketing activities according to the specificities of the business of each organization. 4. To plan, budget, and test direct marketing activities. 5. To measure, research, and evaluate the success of conducted direct marketing activities.			
Course content (syllabus)	• Marketing and marketing evolution • Introduction to direct marketing and definition of the concept • Direct marketing types: traditional direct marketing and digital direct marketing • Database marketing and big data • Artificial intelligence (AI) and marketing • Objectives and strategies in direct marketing • Relationship marketing and CRM • Impact of the internet on direct marketing • Offers and incentives in direct marketing • Tools and media of direct marketing and their application • Specificities of important tools and media of direct marketing and their application • Field sales as the oldest form of direct marketing • Role and application of social media in modern marketing			

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<table>
<tr><td></td><td colspan="5">• Content marketing

• Creativity and consumer behavior in direct marketing
• Testing, budgeting, and research in direct marketing</td><td></td></tr>
<tr><td rowspan="8">Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)</td><td>Student responsibilities (delete the excessive)</td><td>Learning outcomes</td><td>Hours</td><td>ECTS credits</td><td>Grade ratio (%)</td><td></td></tr>
<tr><td>Attendance (and regular activities in class)</td><td>1.-5.</td><td>45</td><td>1.5</td><td>10%</td><td></td></tr>
<tr><td>Written tasks (individual or tema task)</td><td>1.-5.</td><td>75</td><td>2.5</td><td>35%</td><td></td></tr>
<tr><td>Exam (written)</td><td>1.-5.</td><td>60</td><td>2</td><td>55%</td><td></td></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Total</td><td colspan="2"></td><td>180</td><td>6</td><td>100%</td><td></td></tr>
<tr><td colspan="5">Additional information (assessment criteria):
Attendance and activities in class: the student must attend at least 80% of the classes and actively participate in class (discussions, critical thinking, concrete practical examples, tasks, etc.). For attendance and active participation in 80% or more of the classes, the student earns the right to achieve 10% success.

An individual/team assignment is assigned to the student or team, which completes the assignment and, if necessary, presents it for a maximum of 30% success.

The final exam consists of a written test.

The final exam is considered passed if the student has achieved at least 50% of the total number of points on the test (the student must achieve at least 50% on each test).

Students take the commission exam under the same conditions as the previous exam.</td><td></td></tr>
<tr><td>Course requirements</td><td colspan="5">For successful completion of the course, student must:
1. Attend lectures and seminars - at least 80%, prepare for classes every week, actively participate in the teaching process by answering questions, participating in discussions and debates, and similar activities.
2. Develop a seminar/individual/team assignment on the given topic and present it, if necessary, according to the agreement with the subject teacher.
3. Pass Test I (written).</td><td></td></tr>
<tr><td>Mid-term and final exam term</td><td colspan="5">They are published at the beginning of the academic year on the FET website and in ISVU.</td><td></td></tr>
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Additional information on the course	/	
Bibliography	Mandatory: 1. Dobrinić, D. Dvorski, S., Hutinski, Ž., Vrček, N. (2005) „Izravni marketing“, Varaždin: Tiva (pg. 1.-237) 2. Dobrinić, D. (2023), “Marketing - od papirusa do chatbota“, Zagreb, Sveučilište u Zagrebu, FOI 2. Slides from the lectures Optional: 1.Tapp, A., Whitten, I., Housden, M. (2014) „Principles od Direct, Database and Digital Marketing“, fifth ed., Harlow,UK: Pearson education. (str. 1.-525. Str.) 2. Ružić, E.; Kičinja, E. (2017) “Blogs as a Sales Booster and a Communication Tool in Today`s Marketing, u: Proceedings of the 10th MAC 2017, International Conference, ur: Vopava, J. et al., MAC Prague consulting Ltd., 26 – 27 June 2017, Prague, Czech Republic, str. 107-115. 3. Spiller, L.D. (2018) Direct, Digital and Data-Driven Marketing, 4th edition, Oxford: Butterworth-Heinemann. Referential: Specialized websites or blogs, such as: Hubspot	

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