



Course Syllabus				
Course Code and Title	Direct Marketing			
Name(s) of Lecturer(s) (with website link)	Associate 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, Preradovićeve 1	Teaching language(s)	Croatian	
ECTS credits	6	Number of hours per semester	30 – 30 – 0	
Prerequisites	There are no prerequisites for enrolling in the course.			
Correlativity	Sales Management, e-marketing, Customer relationship Management (CRM)			
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			

	• Content marketing • Creativity and consumer behavior in direct marketing • Testing, budgeting, and research in direct marketing					
Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)	Student responsibilities (delete the excessive)	Learning outcomes	Hours	ECTS credits	Grade ratio (%)	
	Written tasks (individual or team task)	1.-5.	120	4	45%	
	Exam (written)	1.-5.	60	2	55%	
	Total		180	6	100%	
	Additional information (assessment criteria): A solo/team assignment is assigned to the student or team, who completes the task and, if necessary, presents it for a maximum of 45% success. The final exam consists of a written test. The final exam is considered passed if the student achieves at least 50% of the total points on the test. Students take the commission exam under the same conditions as in the previous exam.					
Course requirements	For successful completion of the course, student must: 1. Develop a seminar/individual/team assignment on the given topic and present it, if necessary, according to the agreement with the subject teacher. 2. Pass Test I (written).					
Mid-term and final exam term	They are published at the beginning of the academic year on the FET website and in ISVU.					
Additional information on the course	/					
Bibliography	Mandatory: 1. Dobrinić, D. Dvorski, S., Hutinski, Ž., Vrčec, 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 (450. pg.) Optional: 1. Tapp, A., Whitten, I., Housden, M. (2014) „Principles of 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,					



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	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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