Syllabus

Subject: Relational, Direct and Interactive Marketing (II)

Degree: Titulación Superior en Dirección de Marketing y Gestión Comercial

Academic year 2012/2013

<table>
<thead>
<tr>
<th>Teachers:</th>
<th>Oscar VEGA</th>
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<tbody>
<tr>
<td>Period of classes and year:</td>
<td>Semester 2 , 4th Year</td>
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<td>Type of course:</td>
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<td>Language in which the course will be taught:</td>
<td>English</td>
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<tr>
<td>No. Of credits:</td>
<td>3</td>
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<td>Hours per week:</td>
<td>2</td>
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Department of Marketing Management
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1. Teachers’ Contact details

Oscar Vega: oscar.vega@esic.edu

2. Description of the subject

We are facing a completely new environment: similar products, saturated markets, life cycles shorter, loss of efficacy of some traditional communication tools, etc.

This new environment has opened up enormous potential for exploitation of direct marketing as an effective communication system. The success of many companies will depend on the ability to implement the foundations on which the Relational, Direct and Interactive Marketing are key-stone, and will clarify for professionals who can implement and manage these communication and marketing strategies.

Additionally, the explosion of Internet and new digital media has allowed an evolution of communications to the interactivity, allowing an easy answer, quickly and personnel between firms and their clients, lowering the costs of contact. This development of Internet has made the “interactive” term usual in our lives, expanding the concept to interactive communication resulting dialogue between the company and its customers and allowing firms to move to action and get an immediate response.

Developing a solid foundation of knowledge about the correct action in these matters, and getting a practical insight it will provide the student a working tool to plan, manage and evaluate campaigns Relational, Direct and Interactive Marketing.
3. Subject Goals

The course aims to provide essential skills and knowledge so that students can understand the usefulness of Relational, Direct and Interactive Marketing in the current and future business, and frame these tools in the strategic process of a company.

The specific objectives are:
1. To acquire a vision of what Relational, Direct and Interactive Marketing can bring to a company, and to be aware of its continuing evolution.
2. To be able to conceive, manage and evaluate strategic plans of Relational Direct and Interactive Marketing.
3. To familiarize yourself with the tools and variables needed to run Direct and Interactive campaigns.
4. To know the relational marketing possibilities offered by new digital communication tools. And to be aware of the need for innovation in this new media, which is constantly evolving.
5. To understand the integration of different Direct and Interactive communication tools.
6. Acquiring teamwork skills, and foster your analytical decision capabilities on the implementation of these tools.

4. Competences

Transversal competences

- Critical, analytical and interpretive capability gained from the study of the practice of the marketing function.
- Ability to solve problems, plan strategies and evaluate the impact of proposed solutions from the theoretical and practical frameworks offered by the discipline of marketing.
- Ability to discern, from a humanistic view, the limits of communication actions, taking into consideration the provisions of a legal and ethical, and socio-cultural conditions.
- Ability to adapt available resources to the possibilities and needs of an effective strategic direction to the consumer.
- Ability to properly use the English language in the context of the business environment.
- Ability to consistently translate theoretical knowledge into operational proposals.

Specific skills

- The main objective of this course is to train students in fundamental concepts of the so called Relational Marketing. It also aims to prepare students to understand the implications for relational marketing orientation. It enables students to solve consistently the processes derived from the relational actions, so they can take with sufficient knowledge of decision making strategy.
The course is highly practical and based on business experience focused primarily on the procedures of relationship and loyalty between the company and its consumers.

Disciplinary competencies
- The student should know / understand the fundamental concepts of the discipline. The main specific skills of the learning process of this course are:
  - The marketing concept and its evolution to the relational paradigm
  - Processes relations
  - Calculating the value of life cycle (LTV)
  - The Relational Communication
  - The public relations
  - Design and management of loyalty programs
  - Technology as a media and not as an end
  - Creation of relational units
  - The combination of Transactional Marketing and Relational Marketing

5. Methodology

We propose an active and participative methodology centered on the students.

Academic activities are organized around two blocks:
- Explanation of the program items in class with multimedia support and practical work
- Team work, developed in phases and presented in class

Power point provided by the teacher at the end of each unit, and student's class notes are the key tool for every student. You can also complete with the support of the readings and recommended literature, but it is not compulsory.

6. Source Material

Power point provided by the teacher and student's class notes

7. Practical Coursework

Team Work consisting on a Relational, Direct and Interactive Marketing Plan, based on a relevant case of a company or organization that students will choose. It will be presented by all students in class.
8. Evaluation Process

4.1. Assessment will be continuous encompassing both coursework, participation in class and examination.

4.2. Attendance will not count towards students’ grades but a minimum attendance of 70% is necessary for be considered for a pass. “Good conduct” is expected but will not be rewarded as such in students’ grades.

4.3. Practical Coursework: 30%. Team Work consisting on a Relational, Direct and Interactive Marketing Plan, based on a relevant case of a company or organization that students will choose. It will be presented by all students in class.

4.4. Final Assessment: 70%. The final evaluation shall take into account three valuations.

   1. The average generated by the simulation model, based on the different ratios evaluated by the model taken into account media outcomes in the four latest decisions.

   2. The final presentation of the findings after eight decisions.

   3. Personal assessment of the teacher on the based on the student performance.
9 Subject Programme

a. Course Detail

Chapter 1. Direct marketing introduction
Chapter 2. The direct marketing communication plan
Chapter 3. Direct marketing creativity
Chapter 4. The interactive and digital communication plan
Chapter 5. Key factors of Direct and Interactive Marketing
Chapter 6. Economic and Financial Analysis in Direct and Interactive Marketing.

b. Course Development

Chapter 1. Direct marketing introduction
- Concepts, features and benefits of Direct and Interactive Marketing
- Evolution of Digital Marketing
- Different strategies of direct and interactive marketing
- Mailing
- SMS, MMS
- New channels of Direct Marketing
- Multichannel direct marketing strategies
- The implementation of an efficient direct marketing

Chapter 2. The direct marketing communication plan
- How to convert a product or service in an attractive offer to the customer
- The choice of price
- The choice of channels through which to communicate
- How to overcome customer barriers
- The direct and interactive plan of communication: how to generate “leads”

Chapter 3. Direct marketing creativity
- The creative elements that help to move from attention to action
- Improved brand perception through direct and interactive marketing
• Improved sales through direct marketing and interactive
• The 3's USP and creativity
• How to generate a creative idea of success

Chapter 4. The interactive and digital communication plan
• What is direct marketing, advantages and features
• The evolution of digital marketing and new customer usage
• The digital marketing strategy
• social media tools as applied to digital marketing: Facebook, Twitter, Linkedin
• Emailing. Effective exploitation of the email.
• Mobile Marketing
• Interactive Television
• Viral Marketing
• Other digital channels
• Blended Direct Marketing: Integrating media and channels

Chapter 5. Key factors of Direct and Interactive Marketing
• Digital Marketing Tips.
• Best practices in digital marketing
• Legal Aspects of Direct and Interactive Marketing

Chapter 6. Economic and Financial Analysis in Direct and Interactive Marketing
• Measure the success of integrated digital marketing campaigns.
• Key performance indicators.
• Analysis of profitability (ROI) in Direct and Interactive Marketing.
• Assessment of the profitability of changes in supply.
• Importance of the test in direct and interactive marketing
5. Recommended Reading


Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.
Relational, Direct and Interactive Marketing (II)

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Goldberg, Harold. "10 ways to avoid CRM pitfalls." B to B 86, no. 17 (September 17, 2001): 11.

Strativity Group, Inc. (2009) Global Customer Experience Management Benchmark Study


"Avoid the Four Perils of CRM". Harvard Business Review.

Stone, B., 2008: Successful direct marketing methods. Mac Graw Hills books

Roberts, S., 2007. Internet direct mail: the complete guide to successful e-mail marketing campaigns. Editorial NTC Business Books

EMI Strategic Insights Report : The Viral Impact of Events, Event Marketing Institute 2007


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