

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

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<b>Course Code</b>	<b>MFT5SEMM06 MBM5SEMM06 MFB5SEMM06</b>
<b>Course Title</b>	<b>Direct Marketing</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students will be able to:

1. Explain issues in planning for direct marketing.
2. Analyze the key tools and technologies of direct marketing.
3. Formulate direct marketing strategies.

**Syllabus**

**Teaching Hours**

<b>Unit I: Planning for Direct Marketing</b> <ul style="list-style-type: none"> <li>• Scope and broadened view of Direct Marketing</li> <li>• Segmentation, Targeting and Positioning for Direct Marketing</li> </ul>	06
<b>Unit II: Tools and Technologies for Direct Marketing</b> <ul style="list-style-type: none"> <li>• Use of Database</li> <li>• Direct Mail, Catalogue, Telemarketing</li> <li>• Direct Marketing Media: Print, Broadcast, Interactive</li> <li>• Decision Support Tools for Direct Marketing</li> </ul>	12
<b>Unit III: Strategy Formulation for Direct Marketing</b> <ul style="list-style-type: none"> <li>• Direct Response Strategy</li> <li>• B-B Direct Marketing</li> <li>• Fulfilment Strategy for Direct Marketing</li> <li>• Contemporary issues</li> </ul>	12

**Suggested Readings:**

1. Stone, B., & Jacobs, R., Successful Direct Marketing Methods, Tata McGraw Hill.
2. Spiller, L., & Baier, M., Contemporary Direct & Interactive Marketing, Prentice Hall.
3. Nash, E. L., Direct Marketing Hand Book, Tata McGraw Hill
4. Nash, E.L., Direct Marketing: Strategy, Planning, Execution, McGraw-Hill Professional Publishing

w.e.f. Academic Year 2019-20 and onwards