

Course Unit Descriptor

Study Programme: Traffic Engineering			
Course Unit Title: Direct marketing			
Course Unit Code: S01381			
Name of Lecturer(s): Slavisa Dumnic			
Type and Level of Studies: Bachelor level			
Course Status (compulsory/elective): compulsory			
Semester (winter/summer): Summer			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 5			
Prerequisites: None			
Course Aims: Acquisition of basic knowledge about the concept of direct marketing and e-business enterprise.			
Learning Outcomes: Knowledge of direct marketing and e-business for self introduction of the concept of direct marketing by using all channels of direct marketing and media.			
Syllabus: - Fundamentals of Direct Marketing. Recognition of their own customers. Media channels and direct marketing. Impact of the liberalization of the postal market in the development of direct marketing. Mobile trading. E-business. Information systems security. Direct mail as part of integrated marketing strategies. Database user (consumer): The concept; Using databases; collection of data; handling data; data selection, planning databases.			
Required Reading: Relevant literature in English TBD			
Weekly Contact Hours: 4		Lectures: 2	Practical work: 2
Teaching Methods: Lectures, exercises, consultations			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Lecture attendance	5	Written part of the exam	70
Exercise attendance	5		
Term paper	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			