Course Syllabus

Code - Course Title	**PZL118 - Direct Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. AYLA TOPUZ SAVAŞ

Mode of Delivery	face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite of this course.
Courses Recomended	Digital Marketing
Recommended Resources	Television Advertising in Direct Marketing Ayla TOPUZ SAVAŞ, Direct Marketing İge Tavmergen
Work Placement	Not suitable for this course.
Aims of the Course	Providing the fundamental principles and skills for the use of e-catalogs, telephone, and digital tools employed in direct marketing.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Direct Marketing concept and development	
Week - 2		Direct marketing and data-driven marketing relationship	
Week - 3		Direct marketing techniques	
Week - 4		Direct mailing	
Week - 5		Tv advertising at direct marketing	
Week - 6		media use in direct marketing	
Week - 7		Catalog and e-catalog marketing	Lecture, Observation, Document/Text/Data Analysis
Week - 8		marketing with telephone	
Week - 9		retail machines and kiosks	
Week - 10		direct sales	
Week - 11		Providing direct marketing and customer loyalty	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		direct marketing at large-scale enterprises	
Week - 13		Evaluation of direct marketing activities	
Week - 14		case studies	

Learning Outcomes

#	Learning Outcome
1	Explains direct marketing.
2	Explains direct marketing tools.
3	Explains applications of direct marketing in Turkey.

Sustainable Development Goals

✓ Quality Education ✓ Decent Work and Economic Growth ✓ Industry, Innovation and Infrastructure ✓ Responsible Production and Consumption

Course Theme

✓ Communication Technologies and the IoT ✓ Media, Design and Creative Arts ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

✓ Multiple Choice Test