

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Direct, Digital and Database Marketing		
<b>MODULE CODE</b>	MK3032(L6)	<b>CREDIT VALUE</b>	20 CREDITS/ 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

This module is designed to provide students with a working knowledge of direct and digital marketing within the Relationship Marketing paradigm. Given the environmental (especially technological) factors enabling firms to communicate directly and interactively with their markets, the module also aims to equip students with a critical appreciation of the frameworks and tools which are available to interactive marketers and thence equip them with the ability to formulate appropriate DM strategy.

It provides students with the opportunity to bring together previous learning in business and marketing to develop concrete yet creative plans and further develops their skills in budgeting and scheduling.

### MODULE CONTENT

The key differences and strategic benefits of direct and digital marketing (off/online)

Importance of channel and media-neutral planning

The stages in planning an acquisition/retention campaign

Difference between brand advertising and direct response planning & buying

Selecting and targeting prospects and customers by status, potential value and interest

Accountability through measurability

Increasing customer loyalty and lifetime value, ladder of loyalty, hierarchy of targeting.

Influence and referral markets

Customer insight and the role of personalisation

How to develop strategies and direct and digital action plans (process)

Customer Acquisition and Retention Strategies and action plans (including budgeting)

Response, campaign testing, measurement and evaluation

Customer engagement, activation & retention

Prospect and customer data capture strategies, data enhancement and screening

Database functions and requirements

Creating a Single Customer View

Profiling, segmentation & targeting (profiling)

Sources of profiling data

Privacy and data protection (the law and codes of conduct), ethical DM.

Integrated direct marketing communications

Roles and strategic advantages/disadvantages and costs of different media for specific tasks/campaigns (hierarchies of effects, AIMRITE, response uplift, data capture) , inc major media; DRTV; press; D-mail; radio and door-drops.

Difference between brand advertising and direct response planning & buying

Reviewing the digital landscape (technological change)

Viral, social, mobile media,

Optimisation, Enhancing the customer journey – on & offline

Affiliates and affinity marketing

Up-selling and cross-selling,

Enhancing the customer journey – on & offline

The function and nature of offers and incentives

Testing and rolling-out

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Creative strategy, differences between general advertising and DDM creativity  
Creating a great creative brief

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### **INTENDED LEARNING OUTCOMES**

**On successful completion of this module a student will be able to:**

1. Review and evaluate the strategic advantages and limitations of on and offline media and tools for direct marketing purposes
  2. Apply theoretical concepts of direct and relationship marketing to business problems
  3. Plan and propose a strategic integrated direct and digital marketing campaign
  4. Work to the campaign or case-study brief(s)
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### **TEACHING METHODS**

In the first part of the module the students

- a) are introduced to the concepts tools and techniques of the DM industry through short lectures, online power-point and video presentations either in class, elearn or on Blackboard
- b) develop a presentation with notes to be assessed and shared with class on a specific tool(s) (weighted not more than 30% module marks). This assessment supports class learning on the range and role of tools and media available to practitioners.
- c) read, study, analyse and discuss the campaign or case study brief

Thereafter, working in campaign teams is highly desirable as the bedrock of the work is a major DDM campaign plan. Students work as a class and in teams of 3-6 to apply their learning of the philosophies, tools and techniques of Direct and Digital and Database marketing to the brief they are given. Wherever possible the class works on a strategic Direct and Digital Marketing campaign brief (or similar) provided by the Institute of Direct Marketing (National Student Competition). The range of acquired skills in the class allows for skills-sharing (as in a real enterprise). However, each student is required to reflect on the development of the sample strategic campaign and produce their own document (individually) as a campaign plan. This allows for individual refinement of the team's work and is useful to enable assessors to discriminate as to the quality of the output. This is assessed individually. (Weighted at 70% of module marks).

Class and group feedback (including from class peers) is actively provided as campaign plans progress. This is supported in the workshops and online through discussion tools. The existence of a national competitive element to this module motivates the students to work closely to the brief as they would have to do if working in the Direct and Digital marketing Industry. This contributes greatly to their employability as business and marketing practitioners.

[After feedback on the final assessment, as appropriate students may be offered the opportunity to re-form teams and re-work their plan developmentally for submission to a national Student Competition]

There is scope within this module for a student to work entirely alone, if they so desire, but this must be negotiated with and approved by and is designed to assist with the exceptional circumstances of specific students.

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### **ASSESSMENT METHODS**

This module is assessed through a Pair presentation (30%) and a Strategic campaign plan (70%).

