

Course Title:	Direct Marketing
Course code:	MRKT 270
Pre-required courses:	MRKT 120
Course Level:	Fifth
Credit Hours:	3 Hours
Teaching Language:	Arabic
<b>Course Description:</b>	
<p>The course introduces the elements of direct marketing, its application locally as well as internationally. The course develops needed skills to design and to analyze the market environment. Further, it offers modern communicative tools as to communicate effectively with the client.</p>	
<b>Course Aims:</b>	
<ul style="list-style-type: none"> <li>• Defining the concept of direct marketing within the frame of marketing communicative strategies.</li> <li>• Developing creative thoughtful decisions regarding this field.</li> <li>• Dealing with the environmental competitive changes and challenges.</li> </ul>	
<b>Course Contents:</b>	
<ul style="list-style-type: none"> <li>• The nature and the elements of direct marketing.</li> <li>• Marketing database.</li> <li>• E Marketing.</li> <li>• Direct marketing components</li> <li>• The strategy of direct marketing.</li> <li>• Direct marketing campaigns.</li> <li>• International direct marketing.</li> </ul> <p>Direct marketing in the Gulf area.</p>	