

DIRECT MARKETING

DMR 210

Data Base Information Management for Marketing (3)

This course emphasizes three levels of Electronic Data Base Management: Targeting and profiling techniques; segmentation strategies; and data and list sources/issues. Various aspects of data merge-match problems and solutions are examined, as well as development of yardsticks for measurement and testing resulting materials.

3 Class Hours; Prerequisite: BUS 238 Marketing Research.

DMR 220

Direct Marketing (3)

This course is a specialty within the field of theoretical marketing, and focuses on those components unique to Direct Marketing: Channels of Distribution and Promotion, and the Development of Databases, as a means of product and service delivery to specifically identified customers. The course concentrates on the interactive system of direct marketing that uses one or more advertising media to effect a measurable response at a specified location. It incorporates those aspects of Direct Marketing related to successfully identifying both Final and Organizational Consumer needs, as well as the direct mode of delivery and promotion to accomplish established goals.

3 Class Hours; Prerequisite: BUS 141 Marketing or permission of the instructor.

DMR 295

Qualitative Marketing Research Methodologies (3)

This course integrates the social sciences and business in a mutual focus toward an interpretive, qualitative, approach to conducting research. Qualitative methodologies in research models utilize structured and unstructured interviewing, such as brainstorming, nominal group techniques, focus groups, as well as survey design and other textual analysis and ethnography. This qualitative approach to solving business problems will combine the social sciences and humanities in the generation and interpretation of data linking business research to social and economic change. This will help students more fully understand the technological revolution and the relationship of the business researcher to research beyond the statistical models most commonly used.

3 Class Hours; Prerequisite: BUS 238 Marketing Research.