



FACULTY OF COMMERCE & TOURISM
UNIVERSITY COMPLUTENSE
OF MADRID



FACULTAD DE
COMERCIO Y TURISMO

BACHELOR IN COMMERCE

Course	Direct and Relational Marketing	Code	801955
Module	Complementary education	Subject	Complement to business activity
Character	Optional	Credits	6
Year	3rd/4th	Semester	Second

Department	Business Organization and Marketing
Coordinator	Check the list of coordinators: https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas

SYNOPSIS

SHORT DESCRIPTION
<p>To go in depth over the philosophy, methods, models and techniques that are applied for the Direct Marketing to sell products/services without the intervention of the commercial reseller due that these products/services are sold "directly" from the manufacturer to the end user, that is, to eliminate in some cases the role of the commercial reseller.</p> <p>On the other hand, to research in the Relational Marketing that proposes to investigate the Customer through the search and analysis of the different interchanges (economics, communications) that carries out with the enterprise. A real relationship among Customer/Enterprise is based about the mutual knowledge and the adjustment of the marketing policies to the Customer's interests. All of this will have influence on the Customer Loyalty to boost the understanding of the Relational Strategy and its praxis on the</p>

Enterprise. Of course, it will have direct application in the digital world and we'll see it in the Course.

RECOMMENDED PRE-REQUIREMENTS

None.

TEACHING AIMS & OBJECTIVES

LEARNING OUTCOMES

To be able to apply/understand the new marketing techniques, Direct marketing and Relational Marketing.

COMPETENCES

Generals

CG2. Get communication, interpersonal cooperation and teamwork skills in order to interact correctly with all the agents involved in the marketing activity.

CG3 - Know and understand different cultural realities in order to develop international markets and adapt the different business strategies both to the consumer and to the society in which the company operates.

CG4. Understand and apply the mechanisms and techniques of planning, data analysis, negotiation, simulation, decision and control of the commercial relationships, based on the company's business strategy.

CG5. Develop conceptual and operational capabilities of future business managers.

CG6 - Know how to behave with a responsible attitude toward the markets and the consumers in order to apply the strategies and techniques. With the necessary attention to the legal standards, professional ethics and respect by the market and the society in general.

Specifics:

CE11 - To efficiently develop the strategic marketing concepts as much as the new marketing techniques, such as Direct marketing and Relational Marketing, to take into account in the different periods of the markets evolution, with new competitive situations and in the international environment.

THEMATIC CONTENTS

Syllabus

Chapter 1.- Direct Marketing Introduction

1.1.- A new media mix and a new Customer

1.2.- Media *off & on*

Chapter 2.- Data Bases (DDBB)

2.1.- Records and fields Definitions.

2.2.- *Datawarehouse, datamart & datamining*

2.3.- LOPD/DPOL (Data Protection Organic Law)

2.4.- The *Big data*

Chapter 3.- Direct Marketing Tools.

3.1.- Direct Mail



- 3.2.- *Mailing*
- 3.3.- Mail-order/Catalogue sales
- 3.4.- *Telemarketing*
- 3.5.-*Mobile* marketing
- 3.6.-Radioshopping
- 3.7.-Teleshopping

Chapter 4.- Relational Marketing: CRM (Customer Relationship Management)

- 4.1.-Marketing *one to one*'s Introduction.
- 4.2.- CRM Program's components.
- 4.3.- Implementation and Optimization of CRM strategy.
- 4.4.- Customer's experience management.

Chapter 5.- Customer's Loyalty.

- 5.1.- From Product's management to Customer's Management.
- 5.2.- Relationship Phases.
- 5.3.- Loyalty techniques.
- 5.4.- Loyalty programs.

TEACHING ACTIVITIES	HOURS	ATTENDANCE
Attendance and active participation in class	45	100
Guided activities	27,5	55
Individual Works of students	40	0
Group activities (Team work)	25	0
Other activities	12,5	0
ASSESSMENT CRITERIA		
EVALUATION ACTIVITIES	% OF TOTAL GRADE	
Oral or written exams	60%	
Presentations	20%	
Projects and reports	15%	
Proactive participation in class	5%	

RESOURCES



BASIC BIBLIOGRAPHY

- Alet, J.: Marketing directo e interactivo. Esic. Madrid. 2011.
- Chiesa, C.: CRM: Five Pyramids of Relational Marketing. Deusto. Bilbao. 2009. **English Version**
- García, B. y Gutiérrez, A.M.: Marketing de fidelización. Pirámide. Madrid. 2013.

BIBLIOGRAFÍA COMPLEMENTARIA

- Alcaide, J.C.: Fidelización de clientes. Esic. Madrid. 2015.
- Alet, J.: Cómo obtener clientes leales y rentables: marketing relacional. Gestión 2000. Madrid. 2007.
- Cuesta, F. y Alonso, M.A.: Marketing Directo 2.0. Gestión 2000. Madrid. 2010.
- García, B.: Marketing de fidelización. Pirámide. Madrid. 2013. Gómez, P.: Marketing Directo e interactivo: campañas efectivas con sus clientes. Esic. Madrid. 2011.
- Greenberg, P.: Customer Relationship Management. McGraw-Hill. 2008. **English Version**
- Joyanes, L.: Big data. Marcombo. Barcelona. 2013.
- Payne, A., Ballantyne, R.M. y Knight, C.: Marketing Relacional. Esic. Madrid. 2014.
- Reinares, P.: Los cien errores del CRM. Esic. Madrid. 2009.
- Rosendo Ríos, V. y Laguna, P.: Marketing relacional. Dykinson. Madrid. 2012.
- Twomey, D.: Marketing directo. Gestión 2000. Madrid. 2007.
- Van Nispen, J.: Direct and Interactive Marketing Dictionary. Lid Editorial. Madrid. 2012. **English Version**
- VV.AA.: Big data. Turner. Madrid. 2013. **English Version**
- VV.AA.: Customer's Obsession: How to obtain and retain Customers in the new era of Relational Marketing. MacGraw-Hill. Madrid. 2009. **English Version**
- VV.AA.: Televenta de guerrilla. Deusto. Bilbao. 2007.

Languages

Spanish and English

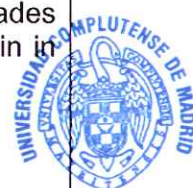
Further Information (optional)

ASSESSMENT CRITERIA

- The evaluation system of the subject will be the same in all the calls, including the extraordinary one. In the case of failing in the ordinary call, the grades obtained during the development of the continuous evaluation will remain in force in the September call.

Exam:

- A final exam is mandatory. It must be individual and in written format.
- The final exam will be held exclusively on the date of the official call established by the Dean of the Faculty of Commerce and Tourism.
- Partial eliminatory exams are not allowed. The final exam must be about the complete program of the subject.
- To pass the subject the grade obtained in the final exam must be equal to or higher than 4.0.
- Final exam will consist of a test (maximum 20-25 questions with a penalty for wrong answers) and a complementary section of 1 development question with a minimum average duration of one hour/one hour and a half.



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Continuous Evaluation:

- The practices that are done during the class, only score the attending students on the precisely day that are taken.
- The continuous evaluation process will be in the group in which he/she has being enrolled.
- In general, a minimum percentage of assistance is not established to be able to follow the continuous evaluation system. However, the professor may require a certain percentage of assistance to perform relevant teamwork
- Assessment activities or teamwork can't be delivered out of the established schedule.
- The works proposed to perform in team, can only be delivered in this way (not individually).

Assistance and Participation:

- Professor will inform to the students in the first days of class about the Control system for attendance.

Others:

- Incorrect behavior in class and the inaccurate use of mobile phones will affect to the final grading.
- Group changes are not allowed except those managed through the Students' Secretariat.

