

TUTORIAL COURSE FORM – 2019-2020 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	Direct Marketing
Professor	Name _ Oana Țugulea _____ Office _ B612 _____ Email _ ciobanu.oana@uaic.ro _____
Semester in which the tutorial course is available	Ist or IInd semester
No. of ECTS credits	5
Level of study	undergraduate
Short description/Contents	Direct Marketing – Project stages: 1. Company 2. Direct marketing campaign objectives 3. Target identification 4. Message conception 5. List of 10 potential clients
Assessment	The evaluation will consider a seminar project. The structure of the project is discussed with the professor at the beginning of the semester.
Bibliography	Bob Stone, Ron Jacobs - Successful Direct Marketing Methods
Observations	