

FILED JAN 21 2000  
OCT 28 2003**British Columbia Institute of Technology****PART-TIME STUDIES  
COURSE INFORMATION AND SCHEDULE****MARKETING 2439  
DATABASE MARKETING**

Instructors:	Gail Tibbo, Gerard Edwards	Course location:	DTC RM 772 (7 <sup>th</sup> floor, SimTech Lab)
Voice Mail:	277-6292	Hours/week:	3 (12 weeks)
Fax:	277-6294	Course times:	Wed. 5:30-8:30pm
e-mail:	<a href="mailto:gtibbo@istar.ca">gtibbo@istar.ca</a> <a href="mailto:gedwards@direct.ca">gedwards@direct.ca</a>		
Semester:	Fall 1999	Credits:	3 (Total 36 hours)

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**COURSE MATERIALS REQUIRED**

Text: Desktop Database Marketing, Schmid, Jack & Weber, Alan; NTC Business Books 1997. ISBN: 5415-126-S25

**COURSE OBJECTIVES**

After completing this course successfully, the student will be able to:

1. Explain database marketing concepts and applications, as well as strategy and planning
2. Explain how to blend database marketing with a firm's overall marketing plans
3. Integrating database marketing with the various direct marketing tools and techniques
4. Explain the economics of database marketing
5. Explain how to build database marketing teams
6. Demonstrate an understanding of how to build relationships with customers and maintain their loyalty
7. Create a campaign to find new customers and prospects
8. Operate a database effectively
9. Demonstrate an understanding of issues such as privacy, ethics, customer fatigue, environmental concerns and future trends.

**EVALUATION**

A final course grade will be determined based on the following:

Class participation	10%
3 assignments (3 @ 15%)	45%
Mid-term examination	20%
Final examination	25%

## **CONDUCT OF THE COURSE**

**Attendance and Participation:** Students are expected to prepare for, attend and actively participate in all class sessions, exercises and scheduled presentations, to sit the required tests and examinations, and to submit written assignments as and when required. Attendance will be taken.

Written Assignments must be handed to the instructor personally at the beginning of the class period on their due date. Students failing to hand in an assignment will receive a mark of "0" for that assignment. Details on the assignments are provided in a separate handout.

**Copies** should be kept of all work submitted.

**Evaluations:** Exams must be written at the scheduled date, time and location. Written assignments must be submitted in class on the due date. Except for verifiable legitimate reasons, such as documented illness, missed tests, exams and late assignments will receive a mark of zero.

**Plagiarism and Cheating:** BCIT, in common with other educational institutions, condemns academic dishonesty. Students caught cheating, attempting to cheat or discovered plagiarizing will be reprimanded. Reprimands and appeals will be exercised according to official policy.

**Announcements:** Students are responsible for all class announcements concerning course information and schedule changes whether or not they are in attendance.

**Changes:** The course information and schedule is subject to change (consistent with BCIT Policy and with notice to the students).

**Communication Standards:** Effective communication is a key to your success in the business world, and particularly so in Marketing. In your written work you are expected to express yourself clearly and concisely, and use correct grammar and proper punctuation. You should present information in a professional format, style, and organization. If you are including in your written work any material that is not your own, it must be documented according to good reporting practice. Any work that does not meet these communication standards will have marks deducted.

DATABASE MARKETING COURSE OUTLINE						
<u>Session Date</u>	<u>Module #</u>	<u>Module Description</u>	<u>Session #</u>	<u>Session Description</u>	<u>Text Chapters to Cover</u>	<u>Assignment Due &amp; Exam Dates</u>
Sept. 13	1	How we got here - Intro and focus	1	Introduction, Database set-up, <b>Sample Case</b>		
Sept. 20			2	Evolution of database marketing, purpose, distinguishing DBM from M/DBM/RM - <b>Case</b>	1, 2	
Sept. 27	2	Strategy & Planning	3	MACRO VIEW - Company vision, situation, why do it, how it fits, champion, organizational buy-in, Goals/objectives, <b>Case</b>	3, 10, 19	
Oct. 4			4	MICRO VIEW - Planning steps, designing and building the database, <b>Case</b>	5, 6	Assignment #1 due (15%)
Oct. 18	3	Tools	5	Data in the database, internal/external/other data, technical issues, hardware and software considerations (data warehousing, data mining) - <b>Case</b>	4, 7, 13, 14, 15	
Oct. 25			6	Overview of basic analytical tools, graphics, presentation methods - EXAMPLES - MIDTERM EXAM	8	Midterm Exam (20%)
Nov. 1			7	Techniques - RFM, Lifetime value, segmentation, clustering, lifestyles, profiling, modeling - <b>WORKSHOP</b>	11, 12	
Nov. 8	4	Implementation & Analysis	8	Using the database, testing & rollout, communications and contact planning, distribution channels - <b>Case</b>	16, 17, 18	Assignment #2 due (15%)
Nov. 15			9	Campaign design, crossselling, business versus consumer DBM, customer recognition & rewards, presentation of results to organization overall - <b>Case</b>	9	
Nov. 22			10	3 applied case analyses - group analyses, preparation, presentation	21	Assignment #3 due (15%)
Nov. 29	5	Future, Issues, the Database Marketing Industry	11	Future, Issues, Industry, Privacy, Globalization, conferences - course review	20	
Dec. 6			12	Final Exam		Final Exam (25%), Class participation 10%