BCIT®

A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management
Option: Direct Response

Course Number: MKTG 3340
Course Name: Database Marketing Strategies

Start Date:	September 6, 2005				**End Date:**	December 16, 2005	
Total Hours: 45	**Total Weeks:** 15				**Term/Level:** 3	**Course Credits:** 3	
Hours/Week: 3	**Lecture:** 1	**Lab:** 2			**Shop:**	**Seminar:**	**Other:**

Prerequisites		**Course Number: MKTG 3340 is a Prerequisite for:**	
Course No.	**Course Name**	**Course No.**	**Course Name**
	Completion of First Year Marketing Program		All term 4 courses

v Course Description (required)

This course examines the concept of database marketing and how to apply it in a practical sense to establish mutually beneficial customer relationships. The focus will be on the planning, design, application and management of a marketing database, as well as database strategies and analysis techniques. The course is designed to emphasize the role of the database in a firm's marketing strategy.

v Detailed Course Description

Successful marketers need to be customer focussed. Long term relationships with customers can be facilitated through the collection, organization, storage, analysis and continuous updating of data. Customer data includes demographics, psychographics, purchase history and all other information that will allow the marketer to become more responsive to the present and future needs of the consumer. This course examines how database technology facilitates the process of gathering and maintaining information about customers and how this information is used in developing, measuring and evaluating marketing programs. Topical areas include marketing strategy and database development, database technologies, customer variables, segmentation variables, analysis and modelling techniques. Database marketing will be explored through practical examples and experiential exercises. Several recent articles from trade and professional publications will be discussed.

v Evaluation

Midterm Exam	25%	Comments: Failure to achieve 50% or more on the
Final Exam	30%	combination of the exams (midterm and final), and the
Term Project	20%	individual assignments/participation marks, will result in a 0%
Lab Assignments (3% each)	15%	being assigned for all other projects and assignments, resulting
Attendance/Participation	10%	in a failing grade for this course.
TOTAL	100%	

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Construct a basic marketing database
- Describe maintenance requirements and coding methods
- Discuss and develop appropriate strategy for database marketing to help achieve marketing and corporate objectives
- Examine the advantages and limitations of various database variables, types and technologies
- Examine and apply database segmentation methods
- Examine and apply methods of database analysis
- Examine and apply methods of marketing testing
- Examine and apply lifetime value methods
- Implement database marketing as part of an integrated marketing campaign

v Verification

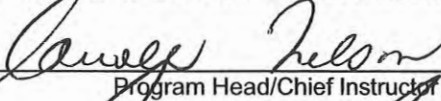I verify that the content of this course outline is current.

_____   June 20, 2005
Authoring Instructor   Date

I verify that this course outline has been reviewed.

_____   June 21, 2005
Program Head/Chief Instructor   Date

I verify that this course outline complies with BCIT policy.

_____   August 9/05.
Dean/Associate Dean   Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Jenness Mayer

Office Location: SE6 306
Office Hrs.:   Posted on door

Office Phone: 412-7543
E-mail Address: jmayer@bcit.ca

v Learning Resources

Required:

Optimal Database Marketing: Strategy, Development and Data Mining, R. Drozdenko & P. Drake, Sage
    Publications, Inc, 2002. **Text Website – www.optimaldm.com:** This site contains links that provide
    information and cases about database marketing.

Additional reading in the form of handouts will be assigned. ALL HANDOUTS ARE SUBJECT MATERIAL FOR
    EXAMINATIONS

Recommended:

Microsoft Access Step by Step, Phillips/Dobrawa, Illustrated Projects
Desktop Database Marketing, Schmid/Weber, NTC Publishing
Strategic Database Marketing, Arthur M. Hughes, McGraw Hill
Data Mining, Adriaans/Zantinge, Addison Wesley

v Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an
individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will
receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it
is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or
plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved
and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the
beginning of each session. Students not present at that time will be recorded as absent. **Missing more than 10% of classes
without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final
exam, equating to a failing grade for this course.**

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the
discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two
attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean.
Students who have not successfully completed a course within three attempts will not be eligible to graduate from the
appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If
changes are required, they will be announced in class.

v Assignment Details

LAB ASSIGNMENTS: These assignments will provide an introduction to the application of strategy development, segmentation, database software, customer analysis and testing of marketing programs. Lab assignments are due in labs as per time designated by the instructor. Any lab assignments received after that time will not be accepted.

Total of five lab assignments:
1) Case study: Relating database concepts to marketing strategy
2) Developing a database
3) Data segmentation
4) Lifetime value calculations
5) Program testing

TERM PROJECT: The purpose of this project is to acquire experience about how a customer database is developed. The emphasis is on marketing application of the database not the technical development. You will work in your major fall term project groups, and with the same company chosen for the fall term project. Projects are due as per time designated by the instructor. Any projects received after that time will be assessed a 10% per day penalty. Further details of the project will be discussed in class.

Guidelines for the term project: Each group member must submit the following documentation (please limit to one page) to accompany the term project:

1) Listing of specific individual contributions to the report or project
2) Evaluation of group process and dynamics
3) Evaluation of your contribution relative to others in the group
4) Evaluation of the contributions of other group members

An individual's grade will be adjusted according to the evaluations of other group members.

PARTICIPATION: Students are expected to contribute to in-class discussions throughout the term. This will form part of the participation portion of total marks, therefore attendance is a key factor.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Dates
Week 1 Sept. 5	**Lecture:** Course Outline and Introductions			
Week 2 Sept. 12	**Lab:** Access Review / Parts of a Database **Lecture:** Introduction to Database Marketing	Chapters 1&2	Exercise 1: Case Study Assigned in Lecture	
Week 3 Sept. 19	**Lab:** Access Review / Queries **Lecture:** Database Planning and Design	Chapter 5 & handout	**Term Project Assigned in Lab**	
Week 4 Sept. 26	**Lab:** Database Design / Normalization **Lecture:** Customer Database Data Requirements	Chapters 3 & handout	Exercise 2: Database Development Assigned in Lab	Exercise 1 Due in Lab
Week 5 Oct 3	**Lab:** Database Design Continued **Lecture**: Database Maintenance and Coding	Chapter 4		
Week 6 Oct 10	**NO LABS – STAT HOLIDAY** **Lecture:** Database Maintenance and Coding Cont.	Chapter 8		Exercise 2 Due in Lab
Week 7 Oct 17	**Lab:** Exam Review **Lecture: MIDTERM EXAM**	Chapters 1-5 & 8		
Week 8 Oct 24	**Lab:** Review Midterm Exam **Lecture:** Introduction to Data Analysis			
Week 9 Oct 31	**Lab:** Database Segmentation and Sampling **Lecture:** Database Segmentation	Chapters 6, 7, 8	Exercise 3: Data Segmentation Assigned in Lab	
Week 10 Nov 7	**Lab:** Chapter 8 Review, RFM Exercises **NO LECTURE – STAT HOLIDAY**	Chapter 8		Interim Project Report Due Nov 7
Week 11 Nov 14	**Lab:** Database Segmentation cont. **Lecture:** Strategic Reporting and Analysis	Chapter 12		Exercise 3 Due in Lab

Week 12 Nov 21	**Lab:** LTV Exercises **Lecture:** Testing Database Marketing Programs	Chapter 13	Exercise 4: LTV Calculations	
Week 13 Nov 28	**Lab:** Testing Exercises **Lecture:** Testing Database Marketing Programs cont.	Chapter 14	Exercise 5: Program Testing	Exercise 4 Due in Lab
Week 14 Dec 5	**Lab:** Exam Review **Lecture:** Exam Review			Exercise 5 Due in Lab **Term Project Due in Lab**
Week 14 Dec 12	**FINAL EXAM WEEK**			