BCIT

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business
Program: Marketing
Option: Direct Response

MKTG 3340
Database Marketing

Start Date: September 8, 2000   **End Date:** December 8, 2000

Course Credits: 3   **Term/Level:**

Total Hours: 36
Total Weeks: 12

Hours/Week: 3   **Lecture:** 1   **Lab:** 2   **Shop:**   **Seminar:**   **Other:**

Prerequisites:

Course No.	Course Name
MKTG 1102	Essentials of Marketing or departmental permission

Course Calendar Description

This course examines the concept of database marketing and how to apply it in a practical sense to establish customer relationship building and servicing. The focus will be on planning, design, application and management of a marketing database, as well as how to analyze transactional and promotional activity. The course is designed to emphasis the role of the database in a firm's marketing strategy.

Course Goals

To provide students with the ability to incorporate a database in the overall marketing plan, from planning and designing to analyzing its activity, in order to enhance customer relationships within an organization.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. **Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control of for reasons not found as reasonable by the instructor** (see course calendar for more details. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams** will result in a 0% for all projects, as well as failure of the course in total.

Midterm Exam	25%
Final Exam	25%
Projects	40%
Participation/Attendance	10%
TOTAL	100%

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.

Course Learning Outcomes/Competencies

Upon successful completion of this course, the student will be able to:

- Build a marketing database
- Create marketing strategies based on customer transaction activity
- Implement database marketing as part of an integrated marketing campaign
- Test and measure database activity for more effective marketing results
- Explain the technical aspects of datamining and datawarehousing

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

_____   _____
Program Head/Chief Instructor   Date

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

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Instructor(s)

Jenness Mayer	Office No.: SE6 306	Office Phone: 412-7543
	Office Hrs.: Posted on door	E-mail Address: jmayer@bcit.ca

Learning Resources

Required:

Desktop Database Marketing, Schmid/Weber

Additional reading in the form of handouts will be assigned. Students are encouraged to read all assigned materials prior to lectures. **ALL HANDOUTS ARE SUBJECT MATERIAL FOR EXAMINATIONS.**

BCIT Policy Information for Students

Course Notes (Policies and Procedures)

Assignments: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced.

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

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.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

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 <u>may</u> be made for documented medical reasons or extenuating circumstances at the approval of the instructor.

Labs/Lectures: Attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

All projects are due as per the time designated by the instructor. Any assignments received after that time will be assessed a 10% per day penalty.

Students are required to retain copies of their work and all rough drafts and research work, and may be required to submit them to the instructor on request.

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Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Sept. 4	Course Outline – Introductions		
Sept. 11	Introduction to Database Marketing and its Elements / Access Review	Chapters 1-2	
Sept. 18	Datawarehousing / Access Review	Chapters 4 & 5	Term Project Assigned
Sept. 25	Marketing Database Design	Chapters 6 & 7	
Oct. 2	Selecting Internal & External Data in Database Design	Chapters 13, 14 &15	
Oct. 9	STAT HOLIDAY – No Labs

Lecture: Loyalty Marketing and LTV | Chapters 3 & 10 & 12 | |
Oct. 16	**MIDTERM EXAM**	Chapters 1-7, 10, 12-15	
Oct. 23	RFM Analysis	Chapters 11	
Oct. 30	Basic Statistical and Analytical Tools	Chapter 8	
Nov. 6	Using the database - Segmentation, Cloning, Communications & Contact Planning	Chapters 17 & 18	
Nov. 13	STAT HOLIDAY – No Labs; Lecture to be determined		Written Due
Nov. 20	Presentations – Groups		Oral Presentations
Nov. 27	Managing your Database / Exam Review	Chapter 20	
Dec. 4	**FINAL EXAM WEEK**	Emphasis on chapters 8, 11, 17, 18 & 20	