



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Direct Response

Course Number: MKTG 3340**Course Name: Database Marketing Strategies****Start Date:** September 4, 2002**End Date:** December 13, 2002**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

■ Course Description (required)

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 the planning, design, application and management of a marketing database, as well as techniques used to analyze transactional and promotional activity. The course is designed to emphasize the role of the database in a firm's marketing strategy.

■ Detailed Course Description (optional)**■ Evaluation**

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

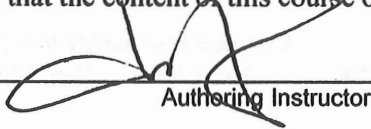
■ Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

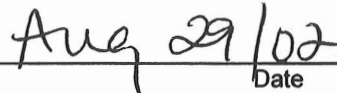
- Construct a marketing database
- Explain the technical aspects of datamining and datawarehousing
- Develop marketing strategies based on customer transaction activity
- Implement database marketing as part of an integrated marketing campaign

■ Verification

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

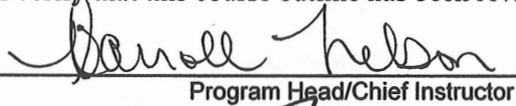


Authoring Instructor

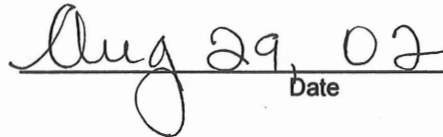


Date

I verify that this course outline has been reviewed.

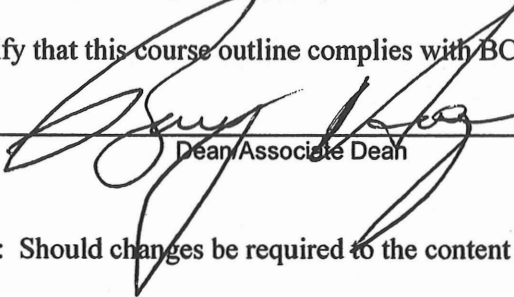


Program Head/Chief Instructor

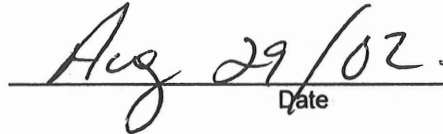


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

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

■ Instructor(s)

Jenness Mayer

Office Location: 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, NTC Publishing

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

Recommended:

Microsoft Access 2000 Step by Step, Phillips/Dobrawa, Illustrated Projects

Data Mining, Adriaans/Zantinge, Addison Wesley

Strategic Database Marketing, Arthur M. Hughes, McGraw Hill

■ 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.

■ Assignment Details

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

LAB ASSIGNMENTS: Lab assignments are due in labs as per time designated by the instructor. Any lab assignments received after that time will not be accepted.

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.

WEEKLY RESEARCH ASSIGNMENT: Students will be assigned a partner and will be required to find a recent article on database marketing and present it in lab. The presentation will be 10 minutes in length and will be prepared using PowerPoint.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Week 1 Sept. 4	Lecture: Course Outline and Introductions		
Week 2 Sept. 9	Lab: Access Review / Parts of a Database Lecture: Introduction to Database Marketing	Chapters 1&2	Weekly Research Assigned
Week 3 Sept. 16	Lab: Access Review Lecture: Macro View of the Database	Chapters 4&5	
Week 4 Sept. 23	Lab: Access Database Analysis Lecture: Marketing Database Design	Chapters 6&7	Database Design Project
Week 5 Sept. 30	Lab: Access Database Analysis Cont. Lecture: Selecting Internal and External Data in Database Design; Updating and Cleaning Data	Chapters 13, 14, 15	
Week 6 Oct 7	NO LABS - STAT HOLIDAY Access DB Analysis Lecture: Review for Mid Term Exam		Database Design Project Due
Week 7 Oct 14	NO LABS - STAT HOLIDAY MIDTERM EXAM written in lab	Chapters 1,2,4-7,13-15	
Week 8 Oct 21	Lab: Hand Back Exams and Review Lecture: Database Strategies: Loyalty/Relationship Marketing – Database techniques that help foster the one to one relationship with your customers.	Chapters 3, 10, 12	Segmentation Assignment
Week 9 Oct 28	Lab: Lifetime Value & Customer Relationship Management Lecture: Database Strategies: Segmentation, RFM Analysis, Contact Management	Chapters 11, 17, 18	
Week 10 Nov 4	Lab: RFM Analysis Cont. Lecture: Datamining with Statistical & Analytical Tools	Chapter 8	
Week 11 Nov 11	NO LABS - STAT HOLIDAY Lecture: To Be Determined		Segmentation Assignment Due
Week 12 Nov 18	Lab/Lecture: Datamining Cont.		
Week 13 Nov 25	TERM PROJECT PRESENTATIONS – No Labs or Lectures		

Course Outline

Course Number: MKTG 3340 Course Name: Database Marketing Strategies

(cont'd.)

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Week 14 Dec 2	Industry Tours & Final Exam Review		
Week 15 Dec 9	FINAL EXAM WEEK		