



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Marketing Management
Option: Direct Response

Course Outline

MKTG 3340
Database Marketing

Start Date: September 5, 2001

End Date: December 14, 2001

Course Credits: 3.0

Term/Level: 3

Total Hours: 45

Total Weeks: 15

Hours/Week: **Lecture:** 1 **Lab:** 2

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 the planning, design, application and management of a marketing database, as well as how to analyze transactional and promotional activity. The course is designed to emphasize 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**, 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 labs or lectures** for reasons within the student's control or 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%	In order to pass the course, students must obtain a passing grade on the average of the two exams
Final Exam	25%	
Projects	40%	
Attendance/Participation	10%	
TOTAL	100%	


Course Learning Outcomes/Competencies

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

- Build a marketing database
- Explain the technical aspects of datamining and datawarehousing
- 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

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 Hrs.: Mon.- 1:30 to 2:20
Tues. - 11:30 to 12:20
1:30 to 2:20
Wed. - 1:30 to 2:20

Office Phone: 412-7543
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

BCIT Policy Information for Students

COURSE NOTES (Policies and Procedures):

ATTENDANCE: Attendance is mandatory for labs and lectures. The attendance policy as outlined in the current BCIT Calendar and will be enforced.

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

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.

CHEATING, PLAGIARISM, AND DISHONESTY: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating, plagiarism or dishonesty will not be tolerated. Therefore, this may 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 EXAMS, TESTS, 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 at the approval of the instructor.

Assignment Details

PROJECTS: All projects are due as per the 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.



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Schedule

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Week of/ Number	Topics/Material Covered	Reference/ Reading	Assignment
Week 1 Sept. 5	Outline of course content & Introductions		
Week 2 Sept. 10	Lab: Access Review / Parts of a Database Lecture: Introduction to Database Marketing	Chapters: 1 & 2	Weekly Research Assigned
Week 3 Sept. 17	Lab: Access Review Lecture: Macro View of the Database	Chapters: 4 & 5	Term Project Assigned
Week 4 Sept. 24	Lab: Analyzing a Database for Marketing Purposes Lecture: Marketing Database Design	Chapters: 6 & 7	Database Design Project
Week 5 Oct 1	Lab: Analyzing a Database Continued Lecture: Selecting Internal and External Data in Database Design; Updating and Cleaning Data	Chapters: 13, 14, 15	
Week 6 Oct 8	<i>STAT HOLIDAY</i> – No Labs Lecture: Review for Midterm Exam		Database Design Due
Week 7 Oct 15	MIDTERM EXAM WEEK	Chapters: 1, 2, 4-7, 13-15	
Week 8 Oct 22	Lab: Hand back exams & review Lecture: Database Strategies: Loyalty / Relationship Marketing – How to build that one to one relationship with your customers by utilizing the database	Chapters: 3, 10, 12	Segmentation Assignment
Week 9 Oct 29	Lab: Case Study on Database Strategies Lecture: Database Strategies: Segmentation and RFM Analysis	Chapters: 11, 17, 18	
Week 10 Nov 5	Lab/Lecture: Datamining with Statistical & Analytical Tools	Chapter: 8	
Week 11 Nov 12	<i>STAT HOLIDAY</i> – No Labs; Lecture to be determined		Segmentation Assignment Due Term Project

Week of/ Number	Topics/Material Covered	Reference/ Reading	Assignment
			Written Due
Week 12 Nov 19	TERM PROJECT PRESENTATIONS – No Labs or Lectures		Term Project Oral Presentations
Week 13 Nov 26	Industry Tours – Labs and Lectures to be determined		
Week 14 Dec 3	Final Exam Review		
Week 15 Dec 10	FINAL EXAM WEEK		