BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE

COURSE NAME: Direct/Database Marketing
COURSE NUMBER: MKTG 4420   **DATE:** January 1997

Prepared by: Robert Duncan   **Taught to:** Second Year
School: Business
Program: Marketing
Date Prepared: 03 January 1997
Term: 4   **Hrs. per Week:** 2 Lecture / 1 Lab
No. of Weeks: 20   **Total Hours:** 60

Instructor: Robert DUNCAN   **Office:** SE6-304   Local: 6768
Office Hours: By appointment

Prerequisites: First Year Marketing or its equivalent
Requisite for: N/A

Description:

MKTG 4420 is a twenty-week course designed to equip the student with a solid understanding of the terminology and application of direct/database marketing,

Course Objectives:

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

- Use the terms associated with direct and database marketing in a business or non-profit environment
- Describe the vehicles used in database marketing, their pros and cons, and their appropriateness for specific tasks
- Construct a one-to-one marketing approach to fit into a marketing environment.
- Apply strategic database marketing in a marketing environment
- Incorporate direct/database marketing tactics into an overall marketing plan
- Design & build a marketing database
- Calculate database marketing expenses
- Evaluate effectiveness of direct/database marketing and make recommendations for improvement
- Assess and evaluate copy prepared for direct marketing campaigns

Grading:

Mid-term	30%	
Final exam	40%	
Projects/Exercises	30%	
TOTAL	*100%*	

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Textbook:

The text for this course is *The Complete Database Marketer (HUGHES, Arthur)*. The book is on order at the bookstore, and is expected to arrive in late January/early February. Lecture notes, handouts and the following recommended reference texts will form the balance of the readings in the course

Recommended References:

The following reference books are available in the BCIT Library:
1. Database Marketing (NASH, Edward)
2. Strategic Database Marketing (HUGHES, Arthur)
3. The Complete Database Marketer (HUGHES, Arthur)

Another useful reference is:
4. The One to One Future: Building Relationships One Customer at a Time (PEPPERS, Don)

Course Outline

WEEK	MATERIAL COVERED
1-2	Introduction & course overview, basic terminology and concepts of direct/database marketing
3-4	Evolution of direct, database and relationship marketing. Economics and benefits of direct/database marketing
5	Case study: a successful campaign from start to finish
6	Database Marketing design, structure, usage
7-8	Customer profitability analysis, lifetime value, RFM analysis
9	**MID-TERM EXAM**
10	**SPRING BREAK!!**
11-13	Software tools for database marketing; *Microsoft ACCESS*
14	Database maintenance, upkeep, "merge &purge"
15	Cost/benefit (effectiveness) analysis of direct/database marketing
16	Ethical database marketing; privacy issues
17-18	TBD
19	Future trends in direct/database marketing (Internet, etc.)
20	**FINAL EXAM**

NOTE: The schedule above is somewhat tentative, and may need to be adjusted to accomodate guest speakers, and other eventualities.