

**CURRICULUM GUIDELINES**

A: Division: **Instruction** Date: **May 1999**

B: Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **Marketing Management**

If Revision, Section(s)  
Revised:

Date Last Revised:

C: **MARK 360** D: **Database Marketing** E: **3**

Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description: This course examines the concept of database marketing, its evolution and use. Database planning, design and creation are covered, with a focus on the role of the database in a firm's marketing strategy, with emphasis on customer relationship building and servicing.

G: Allocation of Contact Hours to Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

**Lectures and Seminars**

Number of Contact Hours: (per week / semester for each descriptor)

**Lecture: 2Hrs.  
Seminar: 2 Hr.  
Total: 4 Hrs.**

Number of Weeks per Semester:

**15 Weeks X 4 Hrs per week = 60 Hrs.**

H: Course Prerequisites:

CISY 110 and MARK 120 and (CMNS 115 or any English UT course)

I. Course Corequisites:

J. Course for which this Course is a Prerequisite:

**Nil**

K. Maximum Class Size:

**30**

L: PLEASE INDICATE:

<input type="checkbox"/>	Non-Credit		
<input checked="" type="checkbox"/>	College Credit Non-Transfer		
<input type="checkbox"/>	College Credit Transfer:	Requested <input type="checkbox"/>	Granted <input type="checkbox"/>

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**M: Course Objectives/Learning Outcomes**

At the end of the course, the successful student should be able to:

1. explain database marketing concepts and applications, as well as strategy and planning;
2. explain how to build database marketing teams;
3. explain how to blend database marketing with a firm's overall marketing plans;
4. demonstrate an understanding of how to build relationships with customers and maintain their loyalty;
5. create a campaign to find new customers and prospects;
6. operate a database effectively;
7. integrate database marketing with the various direct marketing tools and techniques;
8. explain the economics of building a customer database;
9. demonstrate an understanding of issues such as privacy, ethics, customer fatigue, environmental concerns and future trends.

**N: Course Content**

1. **Planning, Design and Application of the Marketing Database**
  - ▶ creating a plan, integrating with other business/marketing plans
  - ▶ identify uses for the database, and principal users
2. **Management of the Database**
  - ▶ leadership and commitment
  - ▶ co-ordination - internal and external
  - ▶ forming a database committee/team
3. **Building the Database**
  - ▶ software considerations and acquisition
  - ▶ deciding on where to locate and manage the database
  - ▶ use of the information the database can provide
  - ▶ reporting
4. **Relationship Building**
5. **Economics**
6. **Monitoring and Evaluation**
7. **Customer Management Through the Database, Lifetime Value of Customer**
8. **Service Functions**
  - ▶ telemarketing
  - ▶ call centres
  - ▶ fulfillment
9. **The Future of the Database**
  - ▶ managing the evolution of database marketing
  - ▶ latest database concepts and trends

**O: Methods of Instruction**

Database marketing will be studied through lectures, videos, case studies, workshops, guest lecturers, group discussions, computer applications, and industry-related projects.

**P: Textbooks and Materials to be Purchased by Students:**

Hughes, Arthur M. The Complete Database Marketer, Latest Ed. Irwin.

**Q: Means of Assessment**

Case presentations	20%
Assignments (2 - 4)	40%
Midterm examination	20%
Final examination	<u>20%</u>
	<u>100%</u>

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR**

No.

Course Designer(s)

G. Edwards, G. Tibbo

Education Council/Curriculum Committee Representative

Dean/Director

Jim Sator

Registrar

Trish Angus