



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin.** Revision  New Course   
 If Revision, Section(s) Revised: **C, H**  
 Date of Previous Revision: **1999-05**  
 Date of Current Revision: **2004-09**

C: **MARK 3360** D: **Database Marketing** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<b>F:</b>	Calendar Description: <b>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.</b>	
<b>G:</b>	Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hours</b> <b>Seminar: 2 Hours</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <b>CISY 1110 and MARK 1120 and (CMNS 1115 or any English UT course)</b>  <b>I:</b> Course Corequisites:  <b>Nil</b>  <b>J:</b> Course for which this Course is a Prerequisite  <b>Nil</b>  <b>K:</b> Maximum Class Size:  <b>30</b>
<b>L:</b>	PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )	

**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.

<p><b>Q:</b> Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Case presentations</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Assignments (2 - 4)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Midterm examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final examination</td> <td style="text-align: right;"><u>20%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p style="text-align: center;"><b>STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</b></p>	Case presentations	20%	Assignments (2 - 4)	40%	Midterm examination	20%	Final examination	<u>20%</u>		<u>100%</u>
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	<u>100%</u>									
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p style="margin-left: 40px;">No</p>										

Course Designer(s): **Gerard Edwards, Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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