

Instruction

Date:

May 1999

A: Division:

Department/Commerce Business Admin

REVISION

(Revision Section(s))

Revised:

Date Last Revised:

MARK 300 D

Database Marketing

E:

Subject & Course No.

Descriptive Title

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.

H: Course Prerequisites:

Instruction/Learning Settings

G: Allocation of Contact Hours to Type

Learning Settings:

I: Course Corequisites:

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

Course ID which this course is a prerequisite:

Lecture: 2 Hrs.

Seminar: 2 Hrs.

Total: 4 Hrs.

Nil

Number of Weeks per Semester

K: Maximum Class Size:

15 Weeks X 4 Hrs per week = 60 Hrs

30

L: PLEASE INDICATE:

- Non-Credit
- College Credit Non-Transfer
- College Credit Transfer

Requested

Granted

Course Objectives/Learning Outcomes

- At the end of the course, the student will be able to:
1. explain the importance of database marketing in the context of a business strategy.
 2. explain how to build database marketing plans.
 3. explain how to use database marketing with various direct marketing channels.
 4. demonstrate an understanding of how to build relationships with customers and maintain their loyalty.
 5. explain the importance of database marketing in the context of a business strategy.
 6. explain how to build database marketing plans.
 7. explain how to use database marketing with various direct marketing tools and techniques.
 8. explain the economics of database marketing.
 9. demonstrate an understanding of issues such as privacy, ethics, customer fatigue, environmental concerns and future trends.

O: Methods of Instruction

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

Database marketing lecturers, group c

Materials to be Purchased by Students:

P: Textbooks and Mater

O: Means of Assessment

- Case presentations 20%
- Assignments (2-4) 40%
- Midterm examination 20%
- Final exam 20%

100%

TO OBTAIN

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for DL/AB

Designers: Education Council/Curriculum Committee Representative

Director: Registrar

Trish Angus