Douglas College

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

B. Department / **Commerce & Business Admin.**   Revision   [X]   New Course   [ ]
Program Area:

If Revision, Section(s)   **C, H**
Revised:
Date of Previous Revision: **1999-05**
Date of Current Revision: **2004-09**

C:	D:	E:
MARK 3360	**Database Marketing**	**3**
Subject & Course No.	Descriptive Title	Semester Credits

F: Calendar Description:
This course examines the concept of database marketing, its evolution and use.

tomer relationship building and servicing.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings	**H:** Course Prerequisites:
Primary Methods of InstrX	**CISY 1110 and MARK 1120 and (CMNS 1115 or any English UT course)**
	I: Course Corequisites:
	Nil
	J: Course for which this Course is a Prerequisite
	Nil
	K:

4 Hours per Week = 60 Hours

[X] College Credit Non-Transfer

[ ] College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (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 stategy and planning;
2. explain how to build database ma

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): **Gerard Edwards, Gail Tibbo**   Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**   Registrar: **Trish Angus**

Date: September 2004