

Instruction

Date:

May 1999

A: Division:

Department/Commerce Business Admin

(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 concepts of database marketing and its applications;
 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 various direct marketing tools and techniques;
 6. integrate database marketing with other marketing activities;
 7. explain the economics of database marketing;
 8. 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 FOR 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