

Database Marketing Boot Camp

Course Description:

This course is designed to provide a robust overview of the direct and database marketing industry from historical, participatory and application perspectives.

The course readings, discussions and recorded webinars will focus on the understanding of how direct and database marketing applications are used to shape the marketing and advertising campaigns directed to consumers. During the course, the students will hear from many of the leading experts in the areas of marketing communications, customer relationship management, and marketing analysis, via recorded webinars, regarding the respective role of each in the marketing and advertising process. Students will participate in four, live webinar discussions with the instructor, prepare questions for these discussions and provide a solution to a case study as a final project.

Required Reading / Texts / Viewing

Book entitled The Business of Database Marketing, Richard N. Tooker, published by Racom Communications.

Also, view webinars of direct and database marketing subject matter experts from Data University. Access will be provided to class participants.

This unique learning experience combines reading, discussion and webinars from Data University to provide an understanding of the details of direct and database marketing as it relates to advertising.

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Course Requirements

You will be required to read book assignments, view webinars, provide provoking discussion questions and complete the final case study to determine applications learned.

Course Assignments and Schedule:

Date	Assignment
TBD	<ul style="list-style-type: none">• Read Chapters 1-4• View Defined Webinars• Live Webinar Discussion with instructor and class
TBD	<ul style="list-style-type: none">• Read Chapters 6, 10-12• View Defined Webinars• Live Webinar Discussion with instructor and class
TBD	<ul style="list-style-type: none">• Read Chapters 13-16• View Defined Webinars• Live Webinar Discussion with instructor and class
TBD	<ul style="list-style-type: none">• Read Chapters 18-20• View Defined Webinars• Live Webinar Discussion with instructor and class
TBD	Final case study paper OR Other project TBD

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Section	College	Webinar Title	Faculty
A1	CC	Lifestyle, Psychographic and Other Niche Data	Craig Wood
A2	IP	Data Integrity and Hygiene: Critical Foundation for Success	Dan Wells
A3	CC	The 2000 Census Data: A Look At The Area Level Measures	Ken Hodges
A4	CC	25 Ways to Succeed in Database Marketing	Richard Tooker
A5	CC	Details of the Data	Sandy McCray
B1	IP	Merge/Purge & Other Processes. Including Their Impact On Marketing & Measurement	Jim Wheaton
B2	R&A	Foundation Analysis: Understanding the Data and Profiling	Mark Graham
B3	CRM	Customer Centric CRM	Darcy Bevelacqua
B4	R&A	Growth and Retention: Keeping the Good & Making Them Better	Mark Kovscek
B5	R&A	Predictive Modeling for Non-statisticians	Bill Schneider and Lane Ware
C1	CC	Prospecting for Profit	Richard Tooker
C2	CRM	Building Greater Customer Lifetime Value. Increasing Portfolio Value One Customer At A Time	Martin Thomas & Jeff Fread
C3	CC	Prospecting Databases	Arthur M. Hughes
C4	CRM	Best-in-Class Customer Loyalty & Advocacy Strategies	Chris Moloney
C5	R&A	A Modern Approach to RFM Segmentation	Roy Wollen

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Section	College	Webinar Title	Faculty
D1	CRM	Key Goals and Trends of Loyalty Initiatives	Chris Moloney
D2	I&M	10 Silver Bullets to Spike Email Marketing Effectiveness	Barry Stamos
D3	IP	Lifetime Value Analysis: The Entire Lifecycle	Jim Wheaton
D4	MC	12 CREATIVE Steps to your Successful Direct Marketing Effort EVER	Carol Levy
D5	R&A	Improving Messaging and Product Targeting Using Demographic and Lifestyle Data	Randy Hlavac
D6	CRM	Say the Right Thing	Gayle Davey
XV	PRIV	Essentials of Privacy for Marketing Data	Jennifer Barrett
XV	SM	Marketing To Communities	Randy Hlavac
XV	MC	Using Customer Segmentation to Drive Creative Strategy	Bill Schneider and Sandra Gudat
XV	SM	The Role of Social Media in Today's Marketing Mix	Scott Hildebrand

Key for Colleges:

CC – College of Core Competencies

IP – College of Information Processing

CRM – College of CRM

MC – College of Marketing & Communications

PRIV – College of Privacy

R&A – College of Research and Analysis

I&M – College of Interactive & Multi-Channel Marketing

SM – College of Social Media Marketing

XV – Extra Viewing