

MBA 636 - Database Marketing

- **Foundational Data for Marketing and for Operations**

Dave Fickes – “Information Formation”: How to develop a data warehouse and then turn it into meaningful customer information to support the marketing process.

Sharon Neuenfeldt – “Customer Data Quality”: How to develop the best quality and controls for maintaining customer names and addresses, emails, phone numbers and other contact information. The importance of customer ID’s and householding are also covered.

- **Basics of RFM, Long-Term Value or LTV, File Analysis and Contact Planning**

Doug Faherty – How information is put to use in marketing and planning contacts to customers. We will cover the basics of recency and frequency segmentation; how to measure and use LTV; Getting the big picture with file tracking and analysis; and the basics of contact planning.

- **Market Segmentation and the use of Customer Clustering Techniques**

Mike Haydock – Mike will review the importance of strategic segmentation and the methodology behind it. It will include a look at market research techniques, modeling techniques to roll out strategic segments, and current “off-the-shelf” market segments available from vendors such as Claritas and Acxiom. His examples will include applications in both business and politics.

- **Predictive Modeling**

Deb Campbell and Randy Erdahl – Deb and/or Randy will review the importance of predictive modeling in database marketing. This will provide an introduction to modeling techniques, model profiles and pro formas and how models are used in planning who to target with various company promotions.

- **Asset Allocation**

Mike Haydock – Mike will review how annual budgeting works in the marketing planning process. He will review basic budgeting in marketing, and the use of optimization techniques, such as linear programming, in developing more sophisticated plans to invest in customer advertising in a multi-channel environment.

- **Tactical Decision Making**

Randy Erdahl – Tactical decision making covers how contact planning is done with customer information. It starts with RFM, proceeds to modeling and budgeting, and culminates in horizontal planning. Randy will review what it means to send out the best or optimal series of contacts to a customer over time.

- **Supply Chain**

Mike Haydock – The first six lectures deal with customer marketing, that is how we develop knowledge about customers using information in the database marketing process and how we act on that information to send them promotions. Once they have purchased, the supply chain process begins inside the company to fulfill customer orders. Mike will provide an overview of the supply chain process.

This course will be taught by the partners of Decision Intelligence Incorporated, a data based marketing consulting firm in Minnetonka, Minnesota.

Their website is www.dii-online.com.