MKT 6323 - Database Marketing

Database Marketing (3 semester credit hours) Techniques to analyze, interpret, and utilize marketing databases of customers to identify a firm's best customers, understanding their needs, and targeting communications and promotions to retain such customers. Topics include: handling, creating and reading datasets, LifeTime Value, RFM and response analysis. In addition, students will learn to use SAS software. Prerequisites: MKT 6301 and OPRE 6301. (3-0) Y