MKT6323 - Database Marketing

**MKT 6323** 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