Studiengang Informationswissenschaft (Bachelor of Science)

Wahlpflichtkatalog

Themenbereich: Wirtschaftsinformation

Modul-bezeichnung	Business Intelligence and Decision Making (Business Intelligence and Decision Making)
Belegnummer	7506
Studiengang / Verwendbarkeit	Bachelorstudiengang Informationswissenschaft
Modulverantwort-liche(r)	Prof. Geribert Jakob
Dozent(in)	Malcom Davenport
Dauer	1 Semester
Credits	5 CP
Prüfungsart	50% Student group presentation of Analysis and Results, 50% Individual student report of 1000-1500 words
Sprache	englisch
Inhalt	The module will cover topics in database marketing, data mining and predictive analytics subject as follows: • Customer Relationship Management (CRM) and the use of Marketing Databases for segmenting and targeting customer prospects. • Customer acquisition and retention strategies and CHURN • Customer profiling and target market segmentation using RFM analysis and RFM software • Data mining and data warehousing applications with Statistical Predictive Analytics • Impact of WEB analytics, email marketing, social computing and digital technologies • Direct Marketing and strategic planning • Creative campaigns and testing using half life and lifetime value concepts in measurement and budgeting The programme will be taught in English and assistance will be given with the key concepts. Students will conduct research into the topic both online and through materials provided. Lectures will cover Direct Marketing, Customer Relationship Management (CRM) and the use of Marketing Databases for segmenting and targeting customer prospects. The tutorials will cover the analysis of databases in Marketing using proprietary software.

Angestrebte Lernergebnisse (Learning Outcome)	Organisations increasingly operate in a developing and challenging environment and need fast, reliable and well-edited information that idenitfies and classify's their customers and clients needs. Understanding and interpreting client/customer requirements and developing creative strategies and plans to profitably exploit customer relationships is the role of Marketing in business organisations. The information specialist must be able to deal with collecting, selecting, classifying, editing, structuring and presenting information about clients /customers in order to predict their most likely future purchasing behaviour for marketers to create their advertising and promotion campaigns. The aim of the elective is to introduce students to the broad concepts of Database Marketing, Customer Relationship Management and Strategic Marketing Planning issues facing organisations and businesses. Keywords CRM, Direct Marketing, Database Marketing, Marketing Planning, Customer Acquisition & Retention, Data Mining, Data Warehousing, RFM Analysis, Predictive Analytics, Market Segmentation, Target Marketing
Niveaustufe / Level	Fortgeschrittenes Niveau (advanced level course)
Lehrform / SWS	Seminar (4SWS)
Arbeitsaufwand / Workload	128 Stunden
Units (Einheiten)	
Notwendige Voraussetzungen	
Empfohlene Voraussetzungen	
Häufigkeit des Angebots	
Anerkannte Module	Siehe § 19 ABPO
Medienformen	

Literatur	**Reading List** • Tapp, A., Principles of Direct and Database marketing 3rd Edition, London, Prentice Hall 2004 • Francis Buttle, Customer Relationship Management 2nd Edition, Elsevier 2009 • Arthur Hughes, The Complete Data Base Marketer, McGraw Hill, 1995, ISBN: 1557388938 • Mark Jeffery, Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know, John Wiley, 2010 • A Berson, S Smith, K Thearling, Building Data Mining Applications for CRM, McGraw-Hill, 1999, ISBN: 0-07-134444-6 • A Hughes, Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program McGraw – Hill 2012 • A Hughes and Arthur Sweetser, Successful E-mail Marketing Strategies, RACOM, 2009 • A Hughes, Customer Churn Reduction and Retention for Telecoms: Models for All Marketers, Telecom Book, Database Marketing Institute October 11, 2007 • Arthur Middleton Hughes, The Customer Loyalty Solution: What Works (and What Doesn't) in Customer Loyalty Programs, McGraw-Hill, 2003 • Rober C Blatterberg Byung Do-Kim Scott A Neslin, Database Marketing: Analyzing and Managing Customers Springer, 2009 • Gordon S Linoff, Micheal J A Barry, Data Mining Techniques, John Wiley, 2011 • Journals: The Journal of Interactive Marketing, The Journal of Marketing Management, Precision Marketing • Electronic: www.dbmarketing.com Other materials will be available online including software guides.

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