Chapter 11, 12, 13

1. What two things does database marketing emphasis
2. Benefit of database marketing
3. What does a good marketing database contain
4. How do databases track
5. Geocoding
6. LTV (lifetime value analysis)
7. Data mining
8. Advantages of segmenting by LTV
9. Permission marketing
10. Principles to build a successful loyalty program
11. Direct marketing most common media
12. Advantages and disadvantages of direct mail
13. What makes a catalog successful
14. Goal of promotions
15. Alternative media (inserts, ride alongs, statement stuffers)
16. Card pack
17. Coupons and where majority is offered
18. Different types of coupons (Instant redemption, bounce-back, cross ruffing, scanner delivered, etc.)
19. Best coupon to get consumers to switch brands
20. Mass cutting of coupons vs misredemption (know the difference)
21. What are premiums
22. Self-liquidating premium
23. Sweepstakes
24. Contest
25. Define refunds (soft goods)
26. Define rebates (hard goods)
27. What is a bonus pack
28. What is sampling
29. What does the PR department do
30. Functions of a PR department, first decision PR must make
31. What is a PR hit
32. Social responsibility
33. Cause related marketing
34. Green marketing