

# MG2029 - Database and Customer Relationship Marketing (2016-2017)

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View Online



23 items

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## Core reading list and supplementary reading (13 items)

This module is in part based around notions and/or material that can be found in the core text listed below. It is therefore likely that you will use, or refer to, in your lecture/seminar sessions the notions and/or material in the book listed here. You will likely be directed to study aspects of these texts in your out-of-classroom time, that is, in your private study.

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## Core reading (1 items)

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

[Book](#) | **Core (purchase required)** | Purchase advised. Previous editions of this textbook may also be suitable.

## Supplementary sources (1 items)

As indicated in the slides.

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

[Book](#) | Recommended reading

## Key journals (11 items)

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**Business Horizons**

[Journal](#) | Recommended reading

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**European journal of marketing**

[Journal](#) | Recommended reading

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**Harvard Business Review**

[Journal](#) | Recommended reading

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**Industrial Marketing Management**

[Journal](#) | Recommended reading

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**Journal of Marketing**

[Journal](#) | Recommended reading

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**Journal of Marketing Communications**

[Journal](#) | Recommended reading

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**Journal of Marketing Management****Journal** | Recommended reading

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**Journal of Strategic Marketing****Journal** | Recommended reading

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**Marketing Intelligence and Planning****Journal** | Recommended reading

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**Marketing Theory****Journal** | Recommended reading

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**McKinsey Quarterly****Journal** | Recommended reading

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**Week 17 (16th Jan 2017)** (1 items)Introduction to the module and to key concepts

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014**Book** | **Core (purchase required)** | Prepare the Rapid Pizza case study, pp. 30-31. After this week's session, read chapter 1 and chapter 15 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.**Week 18 (23rd Jan 2017)** (1 items)Analysing the marketing situation

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014**Book** | **Core (purchase required)** | Prepare the Saco Drive-In case study, pp. 55-56. After this week's session read chapters 2, 3 and 4 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.**Week 19 (30th Jan 2017)** (1 items)Objectives and strategies

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014**Book** | **Core (purchase required)** | Prepare the iHobo app case study, pp. 128-129. After this week's session read chapter 5 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.**Week 20 (6th Feb 2017)** (1 items)Strategic influences

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew

Housden, 2014

**Book** | **Core (purchase required)** | After the session, read chapter 6 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## Week 21 (13th Feb 2017)

Effective learning week - Use this week for extending your reading, making notes and revising for the exam.

## Week 22 (20th Feb 2017) (1 items)

Relationship marketing and CRM

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

**Book** | **Core (purchase required)** | Prepare the Insureco case study, pp. 248-249. After this week's session read chapter 7 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## Week 23 (27th Feb 2017) (1 items)

Digital marketing

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

**Book** | **Core (purchase required)** | Prepare the Where the hell is Matt? case study, pp. 312-313. After this week's session read chapters 8 and 9 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## Week 24 (6th Mar 2017) (1 items)

Offers and incentives

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

**Book** | **Core (purchase required)** | Prepare the Friend get Friend Campaign case study, pp. 354-356. After this week's session read chapter 10 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## Week 25 (13th Mar 2017) (1 items)

Media

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

**Book** | **Core (purchase required)** | Prepare the Gillette case study, pp. 451-453. After this week's session read chapters 11 and 12 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## Week 26 (20th Mar 2017) (1 items)

Consumer behaviour and creative execution

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

**Book** | **Core (purchase required)** | Prepare the England and Wales Cricket Board Limited case study, pp. 492-493. After this week's session read chapter 13 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## **Week 27 (27th Mar 2017)** (1 items)

Testing, budgeting and market research

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**Principles of direct, database and digital marketing**, by Alan Tapp; Ian Whitten; Matthew Housden, 2014

**Book** | **Core (purchase required)** | After this week's session read chapter 14 to consolidate your learning of this topic. If you wish, use the supplementary sources to extend your learning.

## **Week 31 (24th Apr 2017)**

Revision and Exam Q&A