

Chapter 12 Outline

Data Base Marketing
Data Base Systems
Keys to Successful Data Base
Marketing
Sales Through Direct Mail
Keys to Direct Mail
Strategic Marketing Applications
Case Examples

Competencies

1. Describe the origins of data base marketing, explain three key elements of the data base systems, and summarize keys to successful data base marketing. (pp. 173–177)
2. Summarize keys to successful direct mail. (pp. 177–179)
3. Cite marketing applications for which marketing/ direct mail is an effective tool. (p. 179)