Case Study: Harrah’s Entertainment Inc. (9-502-011)

Note: Please name the document as: LASTNAME_FIRSTNAME_Case. Please submit the assignment in the dropbox on Brightspace (formerly D2L) by December 4th 2015.

Please answer the following questions:

1. What are the objectives of the various Data Base marketing programs and are they working?

2. Why is it important to use the “customer worth” in the DBM efforts rather than the observed level of play?

3. How does Harrah’s integrate the various elements of its marketing strategy to deliver more than the results of Data Base marketing?

4. What is the sustainability of Harrah’s actions and strategy?

5. What are the privacy and ethical issues Harrah’s should be concerned about?