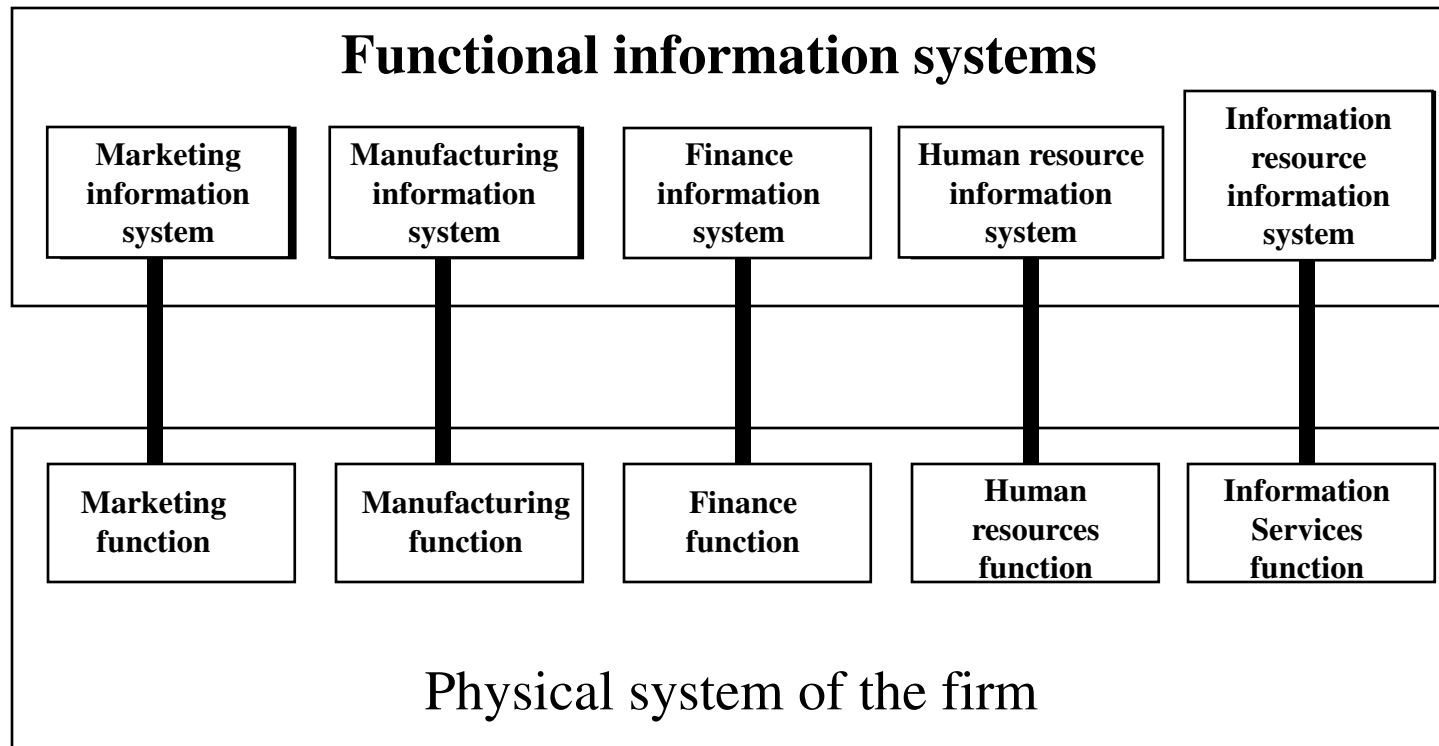


# Marketing Information Systems

# Introduction

- ❑ Marketing was the first functional area to exhibit an interest in MIS.
- ❑ The marketing information system has three subsystems; the accounting information system, marketing research, and marketing intelligence.
- ❑ Functional information systems: the conceptual systems should be "mirror images" of the physical systems.

## Functional Information Systems Represent Functional Physical Systems



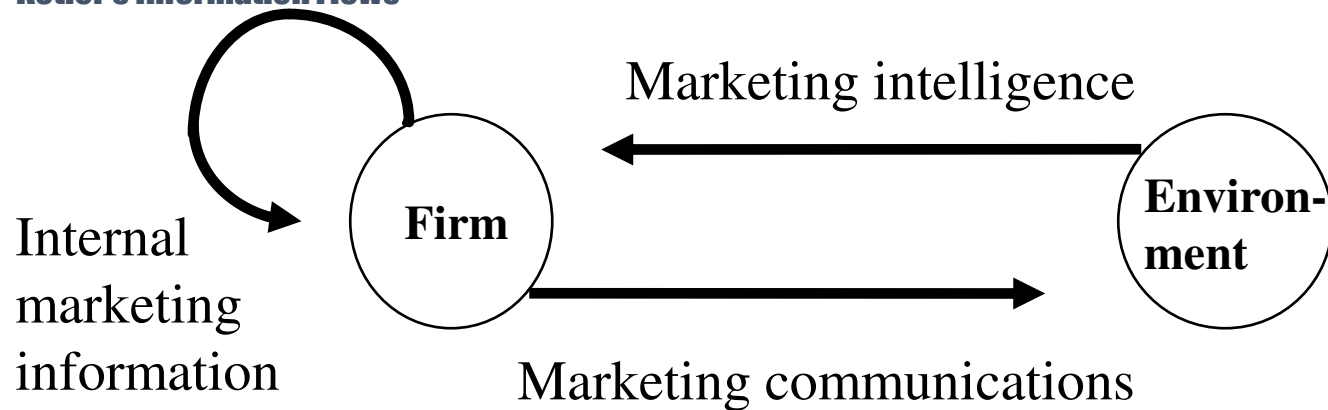
# Marketing Principles

- ❑ Marketing mix: Product, Promotion, Place, Price

## The Marketing Information System (MKIS)

- ❑ Kotler's marketing nerve center
- ❑ 3 information flows: Internal, Intelligence (from environment), Communications (to environment)

### Kotler's Information Flows



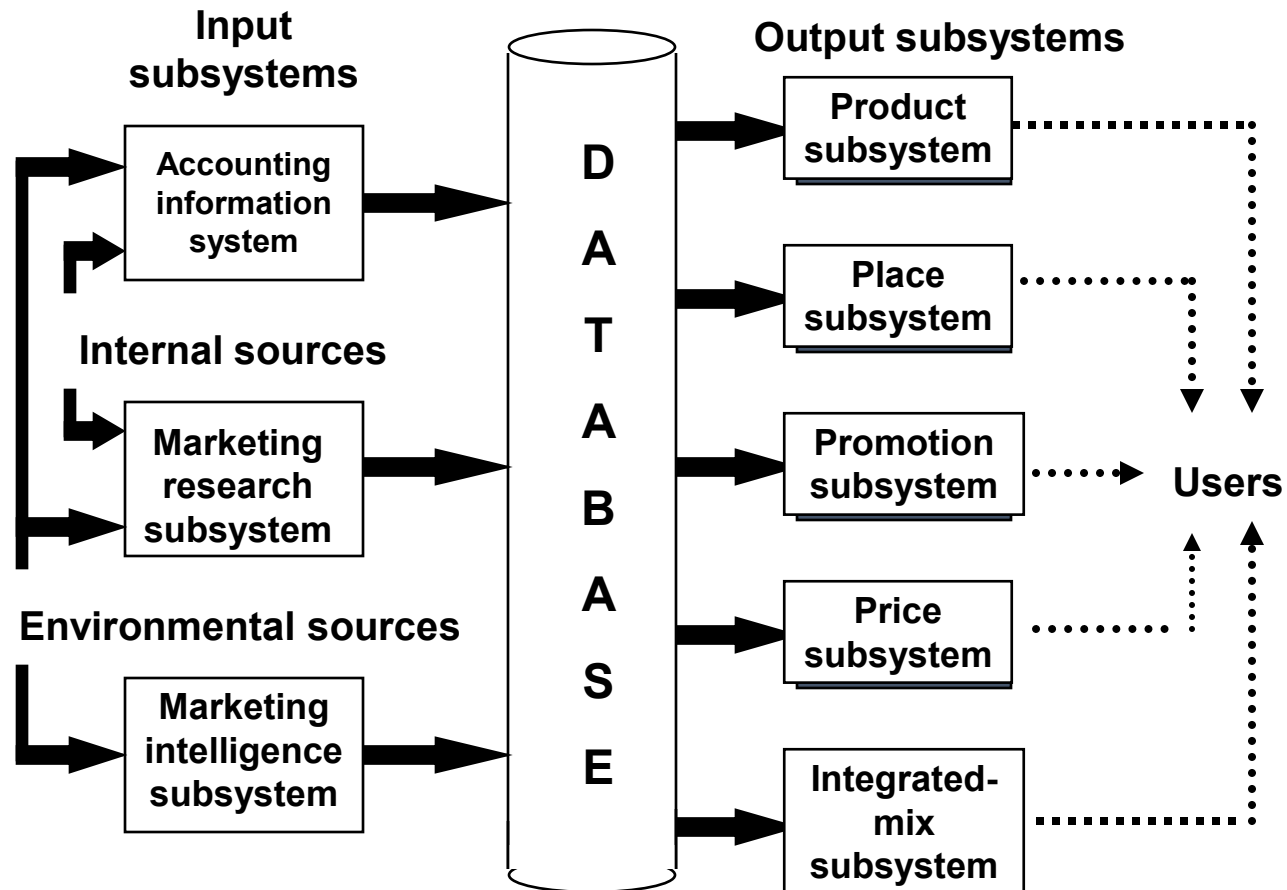
# Marketing Information System (MKIS) Definition

***A computer-based system that works in conjunction with other functional information systems to support the firm's management in solving problems that relate to marketing the firm's products.***

## **An MKIS Model**

- ❑ **Output**
  - product
  - place
  - promotion
  - price
  - integrated mix
- ❑ **Database**
- ❑ **Input**
  - AIS
  - marketing research
  - marketing intelligence

# Marketing Information System Model



# Accounting Information System

- ❑ Sales order data is input.
- ❑ AIS provides data for
  - Periodic reports
  - Special reports
  - Mathematical models and knowledge-based models

## **Marketing Research Subsystem**

- ❑ Gathered from customers and prospects

# Primary versus Secondary Data

❑ Primary data are collected by the firm

❑ Examples of primary data

- Survey
- In-depth interview
- Observation
- Controlled experiment

❑ Secondary data

- Mailing lists
- Retail sales statistics
- Video retrieval systems

❑ Some secondary must be bought and some is free



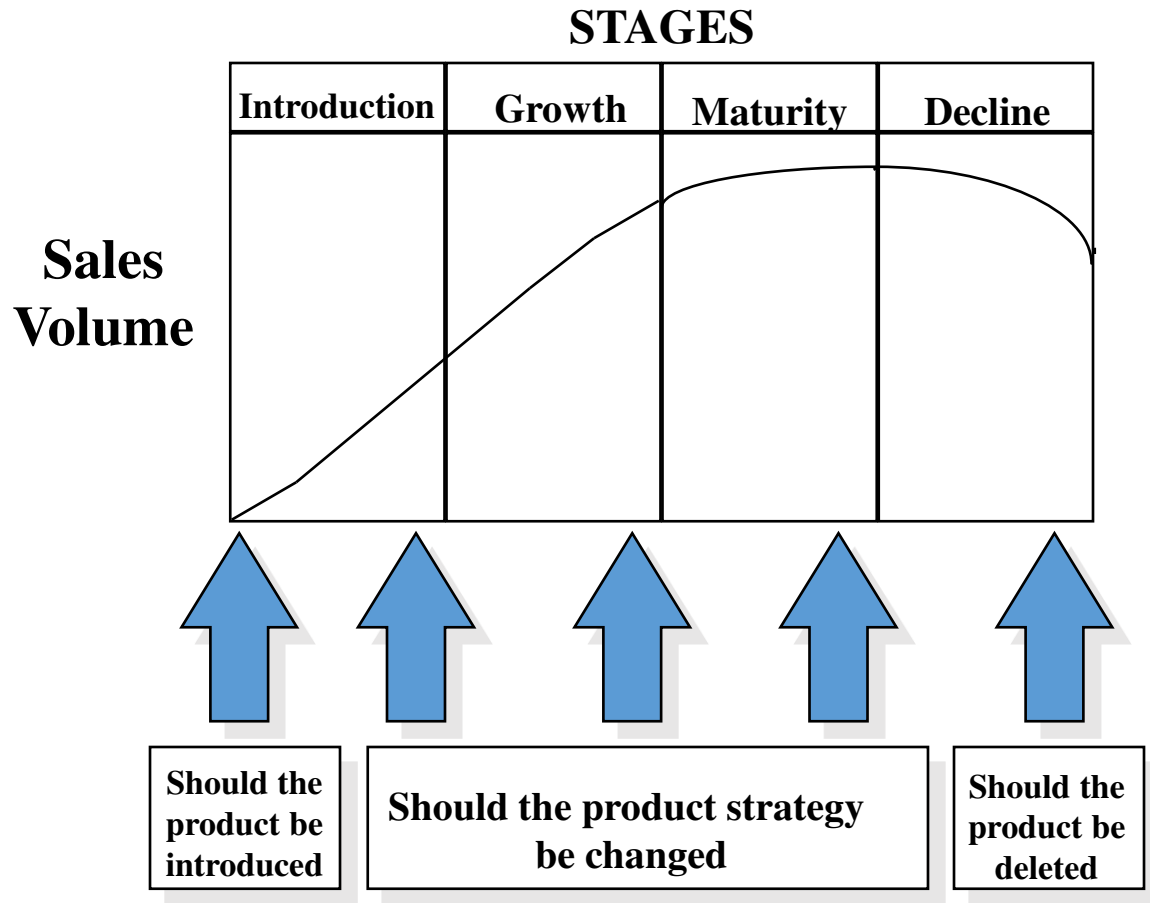
# Marketing Research Software

- ☐ Graphics packages (print maps)
- ☐ CATI (computer-aided telephone interviewing) where the computer displays the next question to ask
- ☐ Statistical analysis

## **Marketing Intelligence Subsystem**

- ☐ Ethical activities aimed at gathering information about competitors
- ☐ Each functional information system has an intelligence responsibility

# The Product Life Cycle and Related Decisions



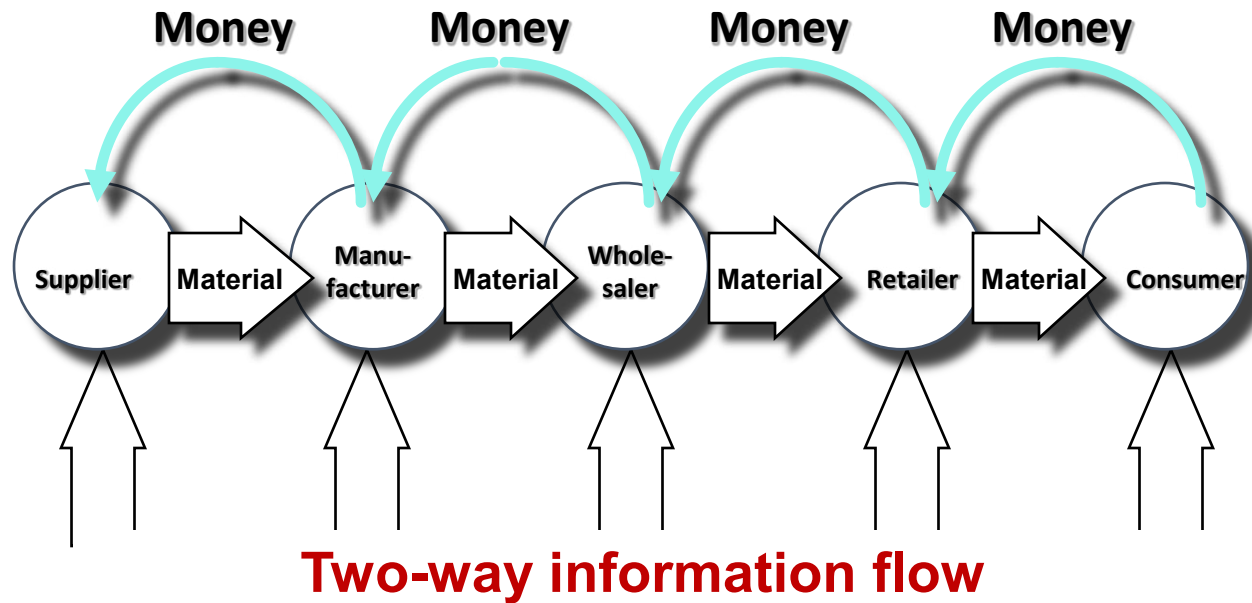
# New Product Evaluation Model

- ☐ New product committee
- ☐ Explicitly considers production as well as marketing
- ☐ Lists decision criteria and their weight

## **Place Subsystem**

- ☐ Channel of distribution may be short or long
- ☐ Material, money, and information flow through the distribution channel
  - Resource flows
  - Feedforward information
  - EDI fits in here

# Material, Money, and Information Flow



# Integrated-Mix Subsystem

## ☐ BRANDAID Model

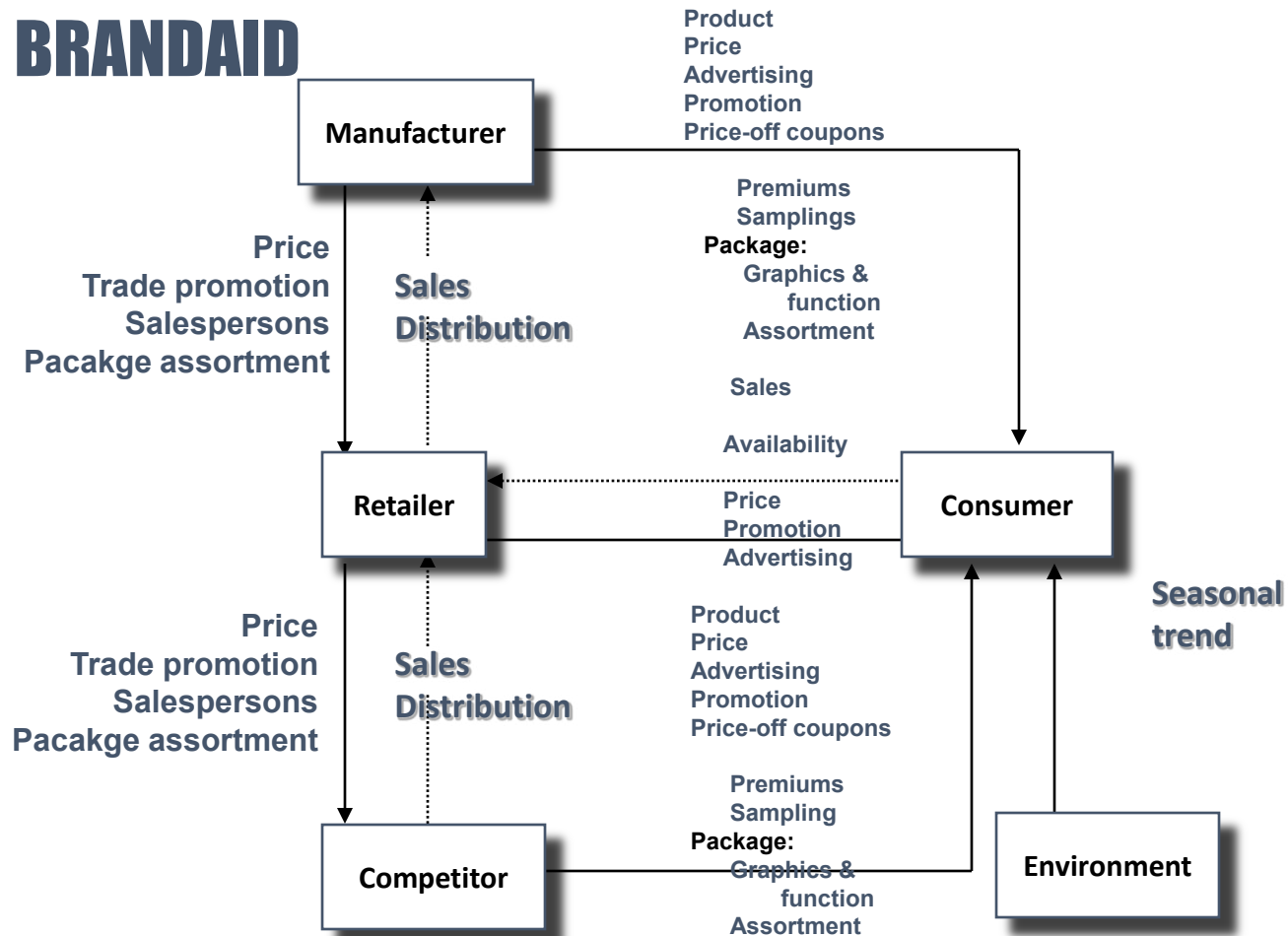
- Solid arrows: influences
- Dashed arrows: responses

## ☐ Environmental and retailer influence on the consumer

- Individual influences
- Combined influences

## ☐ Unexpected influences

# BRANDAID



# The MKIS in Fortune 500 Firms

- ❑ Preprocessed information 71% of 1990 firms
- ❑ Mathematical modeling
  - Generally down. Reason is unknown.
- ❑ Support for management levels
  - Models
  - Overall
- ❑ Support for management functions
- ❑ Support for the marketing mix

# How Managers Use the MKIS

Subsystem	Subsystem				
	Product	Place	Promotion	Price	Integrated Mix
Vice-pres of marketing	X	X	X	X	X
Other executives	X	X	X	X	X
Brand managers	X	X	X	X	X
Sales manager				X	X
Advertising manager			X	X	
Manager mktg research	X	X	X	X	X
Manager of product planning		X			
Manager of physical distribution			X		
Other managers	X	X	X	X	X

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