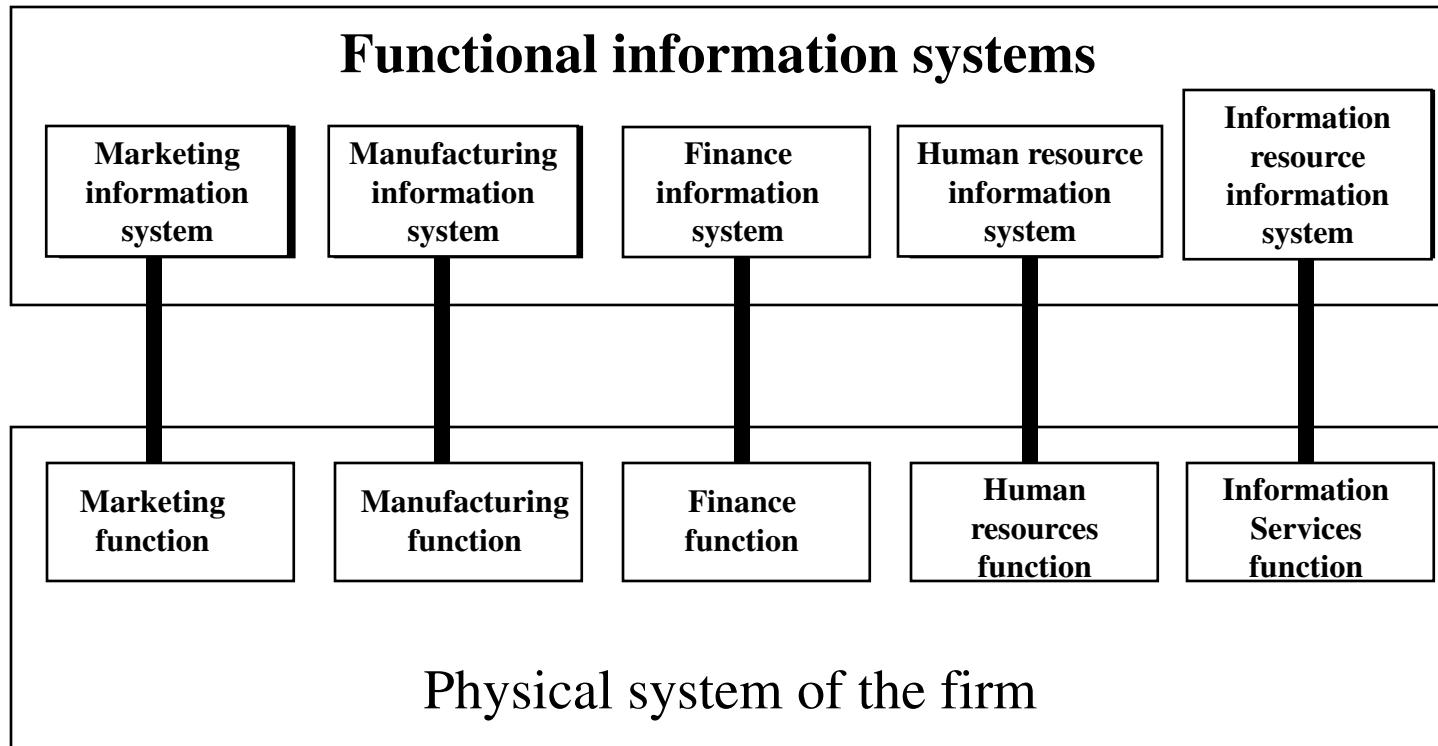


# Marketing Information Systems

# 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



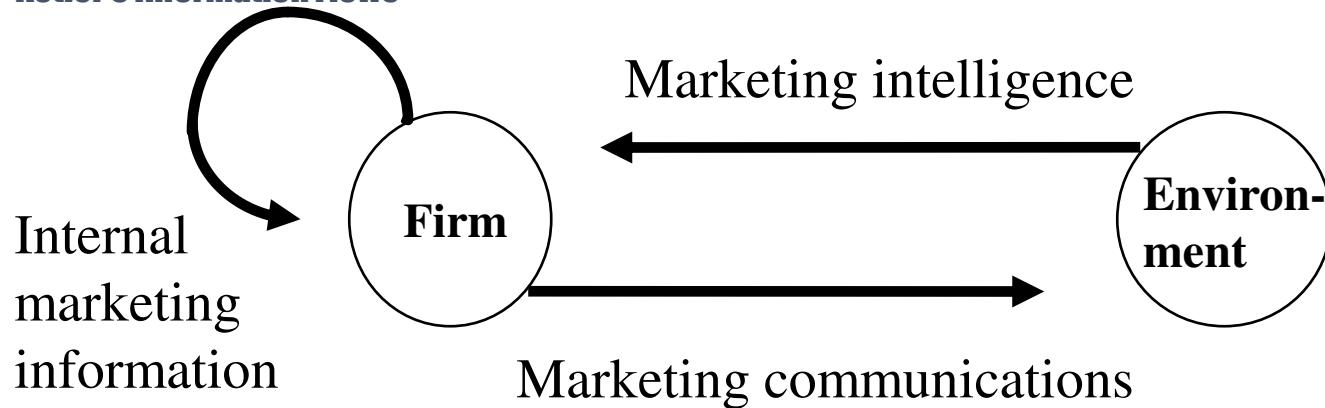
# Marketing Principles

- ❑ 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



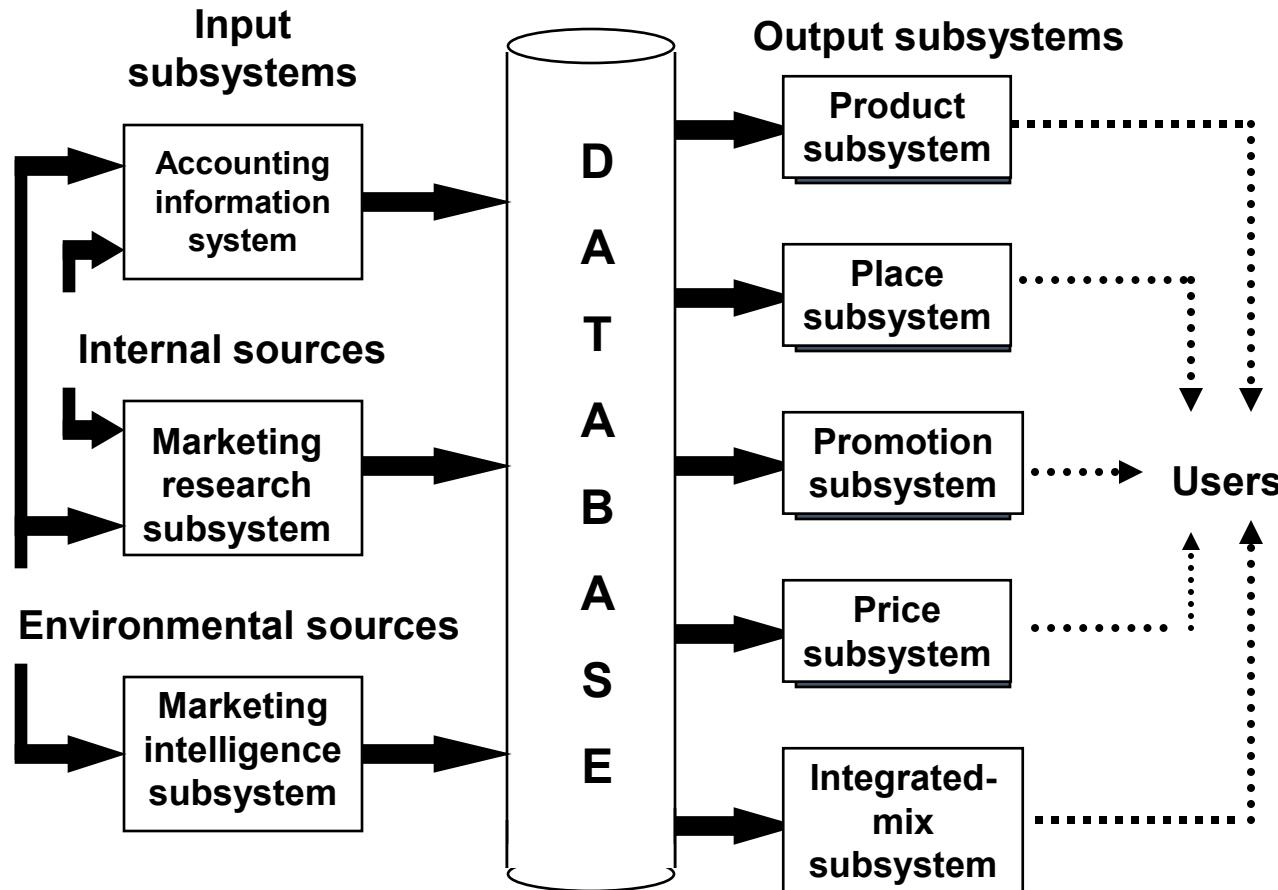
# Marketing Information System (MKIS) Definition

*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

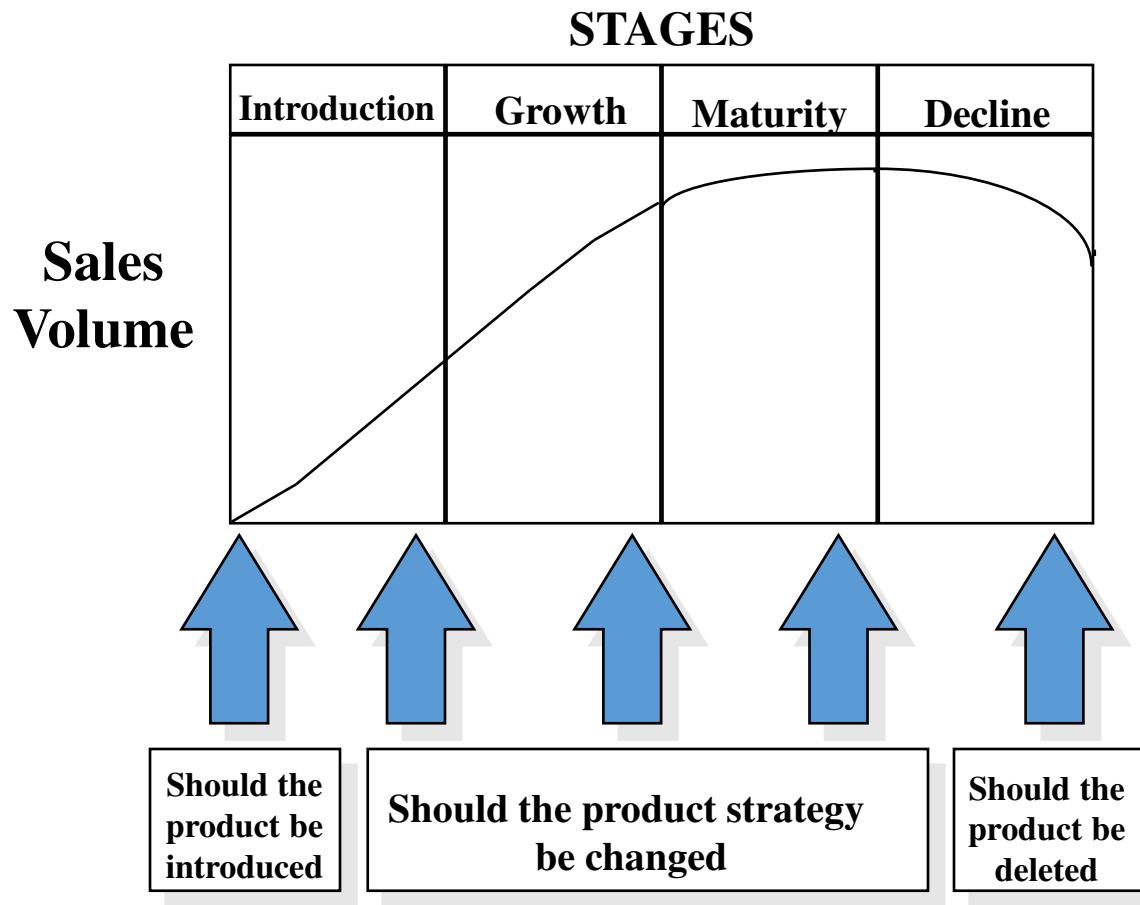
# Marketing Research Software

- ❑ 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



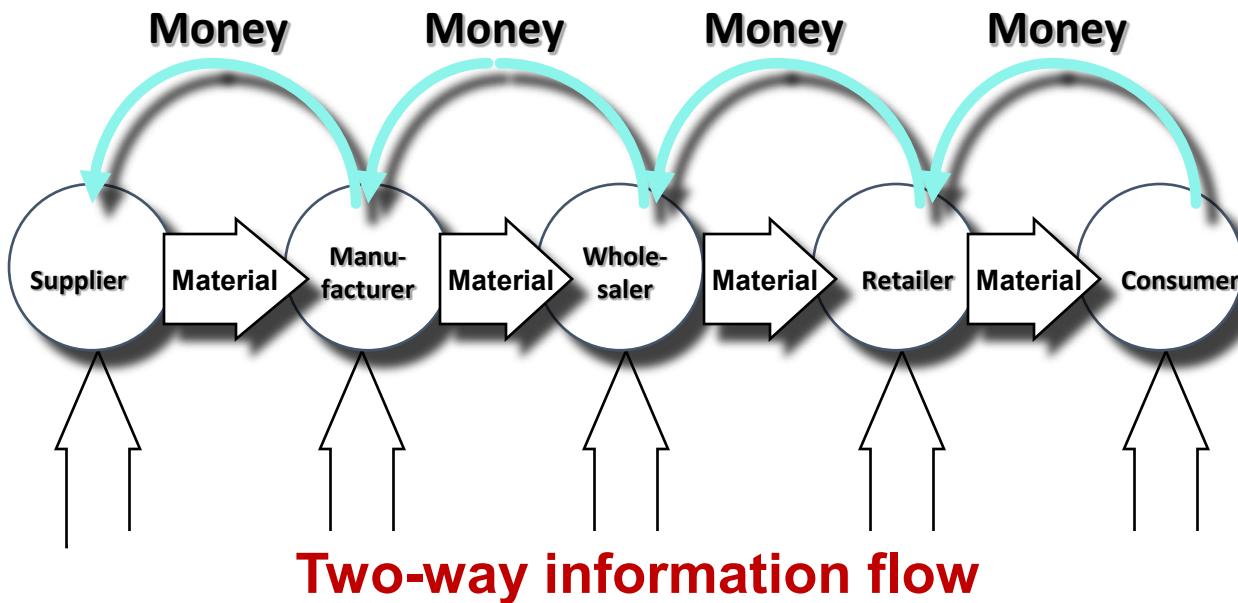
# New Product Evaluation Model

- ❑ 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

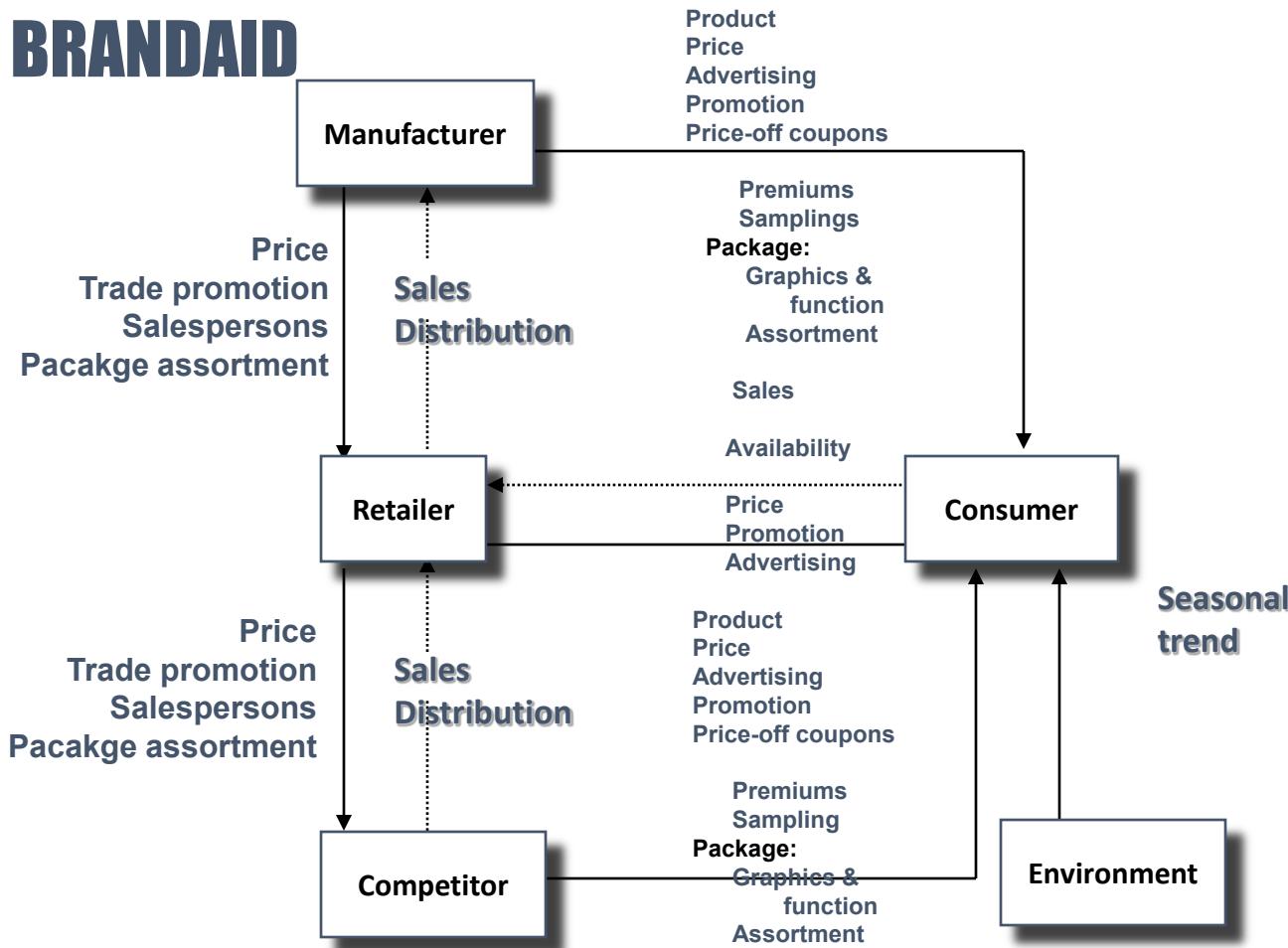
- Solid arrows: influences
- Dashed arrows: responses

## ❑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					Integrated Mix
	Product	Place	Promotion	Price		
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