

Learning subject: Marketing Research

Level: 3rd year of License

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Chapter 2

Marketing Information System (MIS)

1. Definition:

"A marketing information system is a continuing and interacting structure of people, equipment and procedures to gather, sort, analyse, evaluate, and distribute pertinent, timely and accurate information for use by marketing decision makers to improve their marketing planning, implementation, and control". Kotler

2. Utility

- Control decisions: Middle-level marketing manager decisions related to corrective actions based on deviation from strategic plans implemented by higher-level marketing managers.
- Operational decisions: Decisions related to the day-to-day activities of marketing professionals, especially related to accomplishing specific tasks
- Strategic decisions: High-level marketing manager decisions about matters that affect the entire organization, such as organizational policies, objectives and structure.

3. Process

- 1-Determine the appropriate marketing metrics.
- 2-Gather relevant data from external and internal sources.
- 3-Graph the data to visualize trends.
- 4-Distribute the trend information to the appropriate departments.
- 5-Use the data to determine the right course of action to take.

4. Components

Internal Records System

Collects data from within the company: sales, inventory, customer orders, costs, etc.

Example: monthly sales reports, customer databases.

Marketing Intelligence System

Gathers information from the external environment (competitors, market trends, media, online sources).

Example: competitor price monitoring, customer feedback on social media.

Marketing Research System

Conducts specific studies to solve marketing problems or evaluate new opportunities.

Example: surveys, focus groups, product tests.

Analytical Marketing System *Marketing data support systems

Uses data analysis and statistical tools to interpret information and support decision-making.

Example: forecasting, segmentation, customer profiling.

Source Type	Examples
Internal sources	Sales representatives' reports, customer service feedback, complaints
External sources	Newspapers, magazines, trade journals, social media, competitors' websites
Market intermediaries	Distributors, retailers, agents who share market insights
Commercial data services	Market research companies, online databases
Direct observation	Visiting competitors' stores, attending trade fairs or exhibitions