Business/Marketing Virtual Learning

11-12 grade College Business

April 30, 2020

Lesson: <mark>[April 30, 2020]</mark>

Objective/Learning Target:
Marketing Research:
Explain the five critical elements of an effective marketing information system.

Let's Get Started

Watch this Video:

Marketing Research

Marketing Information Systems

Businesses need a great deal of information to operate successfully. With all of the information needed, businesspeople could spend most of their time gathering and studying information. A **marketing information system (MkIS)** is an organized method of collecting, storing, analyzing, and retrieving information to improve the effectiveness and efficiency of marketing decisions.

MANAGE INFORMATION

Every business develops its own unique marketing information system. Very small businesses may use file cabinets filled with customer information and business documents that the owner has collected, organized, and stored. Today, even the smallest business maintain computerized records. Large businesses may have a business management unit with a dedicated computer system and a staff of people who collect, analyze information, and prepare reports. The information management staff is charged with collecting information in a cost-effective manner that is complete, accurate, easy to use, timely, and affordable.

Marketing Information Systems

DESIGN A MARKETING INFORMATION SYSTEM

1) **INPUT - The information needed for decision making that goes into the system.** This is usually routine information about customers, competitors, and business operations. Sometimes input is special information gathered in research.

2) **STORAGE - The resources used to maintain information, including equipment and procedures, so that it can be accessed when needed.** Information must be protected, confidential, access secure, and organized.

3) **ANALYSIS - The process of summarizing, combining, or comparing information so that decisions can be made.** The type of analysis needed is usually determined when planning the marketing information system.

4) **OUTPUT - The result of analysis provided to decision makers.** Output is usually written information or graphics provided in print form or accessed by decision makers on computers.

5) **DECISION MAKING - The process includes who is involved in the decision, when decisions need to be made, policy or procedures that should be considered, and the information needed by the decision makers.** Some decisions are routine, some unique.

Marketing Information Systems

In planning a Marketing Information System, questions relating to each system element need to be answered. The questions and related elements are shown below.

Designing an MkIS	
Question	**MkIS Element**
What information is needed to develop and implement the marketing strategy?	Input
How should the information be maintained so it is in a usable form and easy to access when needed?	Storage
What methods should be used to organize and study the information in order to make effective marketing decisions?	Analysis
How and when should the information be made available for most effective use?	Output
In what ways should the information be used to improve marketing?	Decision Making

1) What are the five elements of an effective marketing information system?

2) Why is it important for marketing information system output to be well organized and easy to understand?

3) Why is it important for a business to have a systematic way to gather, analyze, and use market information rather than just reviewing all information that is available when a decision needs to be made?