



Marketing Information System

By Jean d'Amour Habiyaremye

Grin Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: A, University of South Central Los Angeles, course: Marketing Management, language: English, abstract: Marketing Information Systems support marketing management in strategic, control and operational decision-making. A Marketing Information System has four main components: Internal Reporting System, Marketing Research Systems, Intelligence Systems and Marketing Models. An organization should have an Internal Reporting System that allows it to gather information on its daily operations in order to find out customers patterns to pinpoint their wants, preferences and behavior. Marketing Intelligence implies regularly collecting information so as to get to know what is going on in the economic and business environment. It can be used within the scope of ethics and legality to know consumers thinking and perception about the company and its products or services. Marketing Models help in interpreting information to support decision making but caution is needed so as to avoid overestimation or underestimation in forecasting that can lead to bad decisions. Mathematical figures should not...



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