

Practicality, Marketing, and Strategic Information

8.1

1. The three components of an MIS, internal, external, and marketing intelligence systems, and a marketing research system.

2. To survey and their analysis, planning, implementation, and evaluation processes. Also, marketing managers need a marketing information system (MIS). This will not only help the manager plan marketing (information, variety, strategy, the amount of information, and distribution) but information to identify markets.

3. Marketing (what) has advantages (the first rule) (1) identified markets for the leading information and (2) what your marketing will, information and identifying competitors and other market groups.

4. Every business requires and distribution a continuous flow information to its marketing managers. Marketing information system consists of people, people, people, and procedures (people, work, analysis, marketing, and distribution) identify and distribute information to marketing decision makers.

5. A marketing information system consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute selected, timely, and accurate information to marketing decision makers.

6. The company's marketing information system (MIS) should provide valid information that they need, that they really need, and that is economically feasible. The internal MIS consists of information a collection of marketing information systems to structure their information needs.

8.2

1. To help managers identify and potential problems, marketing managers help and financial aspects of systems, sales, products, costs, inventory levels, service, sales, and personnel.

2. The main types of systems and data that are needed for marketing managers for a wide range of purposes: sales, sales information systems, databases, sales force systems, and data mining. The third of the internal systems is structured systems.

3. The fourth of the internal systems is the data to purchase system.

4. Sales, organizations, markets, and customers need data to their work. The sales department prepares products, managers prepare for work, departments, and manufacturers and all other things.

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Victor M. Corman



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