

MARKETING

CONTINUATION...

Marketing information system

- A marketing information system (MIS) is a **management information system (MIS)** designed to support marketing decision making.

Characteristics of Marketing Information System

Computer Based System

Quick, Selective and Accurate Information

Easy Accessibility

Inter-related Components

Future Oriented

Supports Decision Making

Consistent Information

Applicable at All Levels of Management

International marketing

- International marketing refers to **any marketing activity that occurs across borders.**



Difference between Domestic marketing and international marketing

<i>Domestic</i>	<i>International</i>
1 Single language and nationality	1 Multi-lingual/multi-national/multicultural
2 Relatively homogeneous market	2 Fragmented and diverse markets
3 Data usually accurate and easily available	3 Data collection a formidable task requiring significantly higher budget and personnel allocation
4 Political factors relatively unimportant	4 Political factors frequently vital
5 Relative freedom from government and interference	5 Involvement in national economic plans Government influences company plans
6 Individual company has little effect on environment	6 'Gravitational' distortion by large companies in small countries
7 Chauvinism helps	7 Chauvinism hinders
8 Relatively stable business environment	8 Multiple environments, many of which are unstable, but may be highly profitable
9 Uniform financial climate	9 Variety of financial climates ranging from over conservative to wildly inflationary
10 Single currency	10 Currencies differing in real value and stability
11 Business 'rules of the game' understood	11 Rules diverse, changeable and unclear
12 Management generally accustomed to sharing responsibilities and using financial controls	12 Management sometimes autonomous and unfamiliar with budgets and controls