



# *MARKETING INFORMATION SYSTEM*

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<https://www.slideshare.net/vikashkumarbibhakar/marketing-information-system-53778400>

# What is marketing information system ?

Marketing information consists of people, equipment and procedures to gather, sort, analyze, evaluate and distribute needed, timely and accurate information to marketing decision makers.

Marketing decision makers use the data to identify and solve marketing related problems.

# Components of MIS

- Internal Records System

It includes information on the order to payment cycle and sales information Systems.

- Marketing Intelligence System

A set of procedures and sources used by managers to obtain everyday information about developments in the marketing environment.

# Components of MIS

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- Marketing Research System

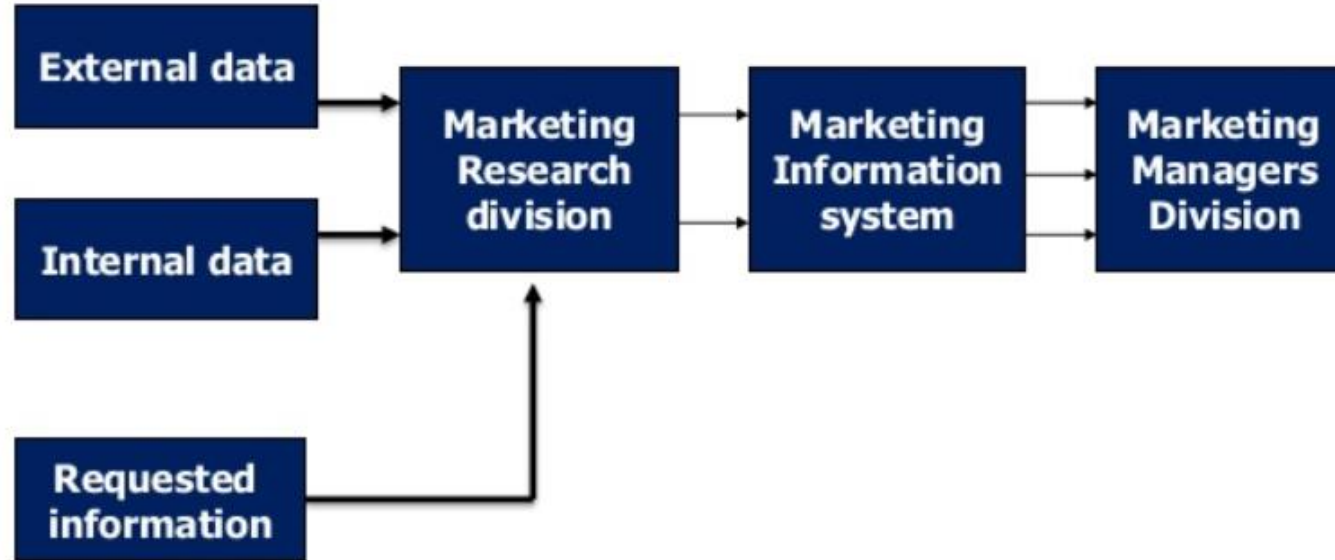
It includes systematic design, collection, analysis, and reporting of data and findings relevant to specific marketing situation.

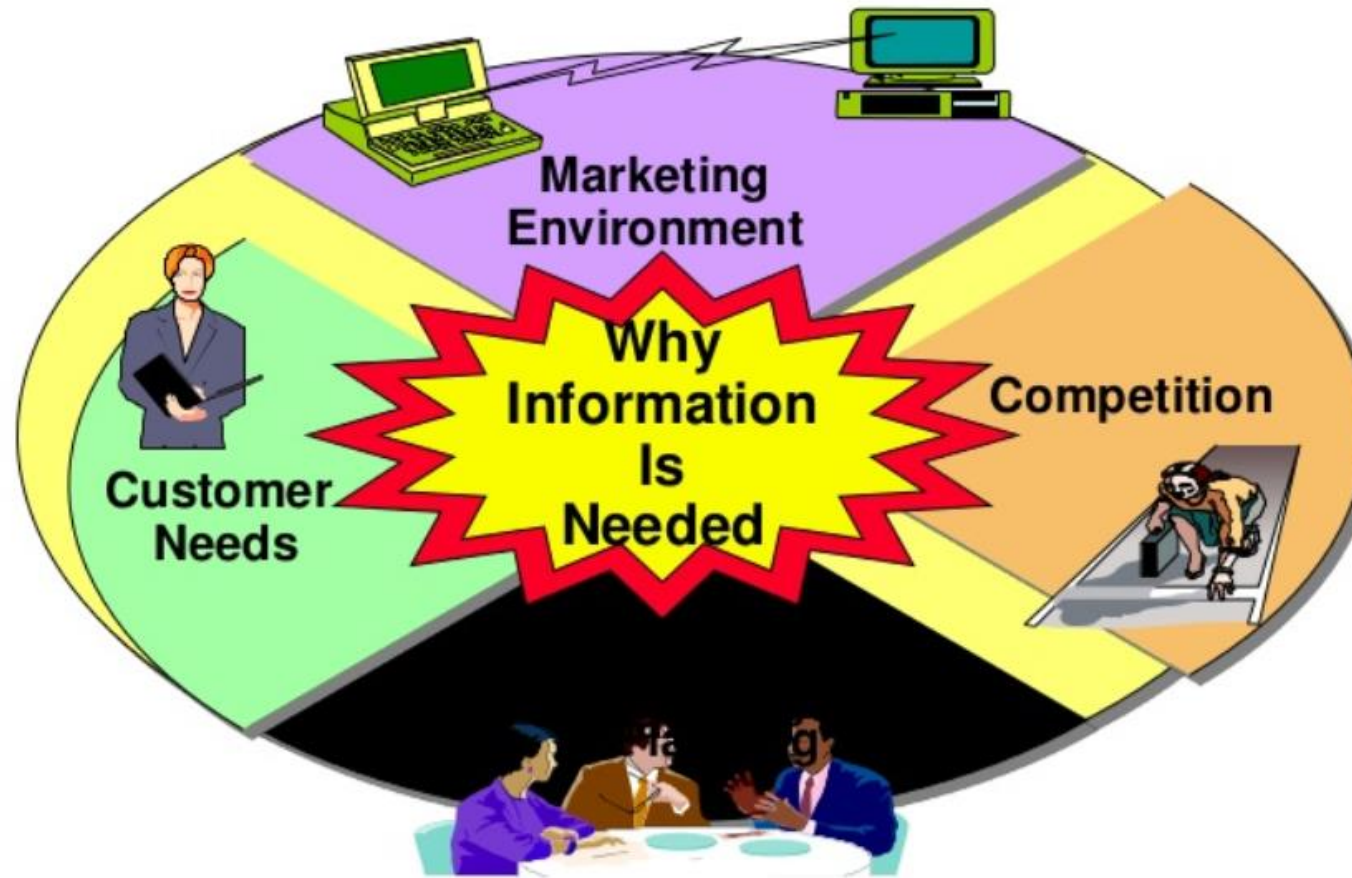
## Marketing Research Process





## Marketing Information System





## Conclusion

Marketing information system is an important factor in a growing business today with increased competition and environmental changes affecting the consumer world.

It is the marketing information system that makes or unmakes any organization in the perspective of marketing strategy.

Marketing information system very aptly called as life blood of marketing.