



MASARYKOVA UNIVERZITA

Marketing information system Chapter 7

Marketing information system

- *A marketing information system (**MIS**) is an information system that is commonly used by marketing management to analyse and view information pertaining to marketing activities.*

Marketing information system consists of:

- Internal processes system
- Marketing intelligence system - monitoring
- Marketing research system

Competitive intelligence

Competitive intelligence (CI)



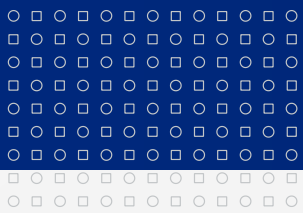
Types of marketing research:

Marketing research, as a sub-set aspect of marketing activities, can be divided into the following parts:

- *Primary research (also known as field research), which involves the conduction and compilation of research for the purpose it was intended.*
- *Secondary research (also referred to as desk research), is initially conducted for one purpose, but often used to support another purpose or end goal.*

Primary data - secondary data

Harddata - softdata.



Quantitative marketing research



Qualitative marketing research

information is obtained from a relatively small group of respondents and not analyzed with statistics