

MARKETING INFORMATION SYSTEM AND ITS BENEFITS FOR CONTEMPORARY MANAGEMENT

Dr.Recep Baki DENİZ
MÜ Sosyal Bilimler Enstitüsü, Doktora Mezunu

ÖZET: İşletme yönetiminde uzun yıllar sermaye, malzeme makine ve insan gücü olmak üzere 4 temel unsur üzerinde duruldu. Bu 4 önemli faktöre çağdaş işletmecilik anlayışında bir beşinci önemli unsur daha ilave edilmiş durumdadır. Bu unsur, bilgidir.

İşletme faaliyetlerinin yürütülmesinde pazarlama yöneticileri sık sık fiyat, reklam tutundurma, dağıtım ve satış gücüne ilişkin bir çok kararlar almak durumundadırlar. Söz konusu kararların zamanında ve doğru olarak alınabilmesi için zamanında ve doğru verilen bilgilere ihtiyaç bulunmaktadır. Söz konusu bilgiler, işletmenin amaç belirleme, planlama ve kontrol faaliyetleri için yaşamsal önemle sahip durumdadır.

Pazarlama Bilgi Sistemi, (PDS) günümüz işletmeleri için yaşamsal önemdeki işletme içi ve işletme dışı tüm bilgileri, zamanında ve doğru biçimde yönetimin hizmetine sunmayı amaçlayan ve böylece sorunların çözümüne ve doğru karar almaya yardımcı olan bir sistemi ifade etmektedir.

I-INTRODUCTION

In the long history of businesses enterprise management has devoted most of its attention to managing money, materials, machine and men. Management has paid less attention to the fifth critical resource of the firm: information.

The marketing manager have to make frequent decision about price, advertising, promotion, distribution, sales effort and branding. Marketing Information is used to predict the probable results of decisions, evaluates those results, and anticipate new profit opportunities. This information is vital for decision making in the goal setting, planning, implementation and control stages of the managerial marketing process.

II-WHAT IS MARKETING INFORMATION SYSTEM (MIS)

"To manage a business well it's to manage its future and to manage the returns is to manage information" [1] For the reason marketing executives must be future oriented. That is, they must (a) anticipate changes (b) forecast the direction and intensity of these changes, and then (c) adjust their strategic marketing planing in line with these changes [2] To do these thing, management need information lots of it, about potential markets and the environmental forces. Today, a mass of

information is valuable both from external sources and from within a firm. The problem, however, is to sort it out and use it effectively to manage it. This is the role of a marketing information system. "A marketing information system (MIS) is the major test used by management to aid in problem solving and decision making. And a marketing information system is an interacting, continuing, future-oriented structure of people equipment and procedures. It is designed to generate and process an information flow to aid decision making in a company's marketing program" [2]

A marketing information system is an interacting set of procedures and methods for the systematic collection, pressing, and reporting of information for marketing decision making. Modern marketing information systems are dependent upon computers for analysis, storage and retrieval of marketing data and for application of models and statistical routines.

Management relies o a marketing information system to identify marketing opportunities, test products and strategies, and evaluate customer responses. The system generates information from three sources: the environment, the marketing organization and marketing research agencies. Environmental information is provided by government agencies, trade associations, the company's management and sales personnel, its distributors, and its competitors [3]

The information needs of marketing managers depend on the particular problem that they must solve. Basically a marketing information system is, "A structures, interacting complex of persons, machines and procedures designed to generate an orderly flow of pertinent information collected from both intra-extra-firma sources, for use us the bases for decision making in specified responsibility areas of marketing management" [4]

Kotler and Armstrong define the marketing information system is a system that consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely and accurate information to marketing decision makers [5]

The MIS begins and ends with marketing mangers. First, it interacts with these managers to assess their information needs. Next, it develops the needs

information from internal company records, marketing intelligence activities and the marketing research process. Finally the MIS distributes Information to managers in the right form and the right time.

There is a difference between information that is available and information that is accessible. Some information is just not available. Some information is not really accessible. Some firms are working to develop a continual flow of information-and to make it more accessible to their managers. A marketing information system (MIS) is an organized way of continually gathering and analyzing data to provide marketing managers with information they need to make decisions [6]

Many companies are studying their executives information needs and designing marketing information systems (MIS) to meet their needs. Instead of a plethora of unrelated data, an MIS combines various inputs and presents integrated reports "A marketing information system is a continuing and interacting structure of people, equipment and procedures to gather, sort, analyze, evaluate and distribute pertinent, timely and accurate information for use by marketing decision makers to improve their marketing planning, implementation and control [7]

III. TYPES AND BUILDING OF A MIS

III.1. Types of MIS

Marketing information system general fall into three categories. The first is simply a massive "data bank", usually computerized. It provides procedures for collecting storing and retrieving information.

A Second type of MIS is a "statistical bank" which enables the marketing manager to investigate. It can respond to "What if" types of questions. Predictions may be deterministic stochastic or behavioral.

A third type of MIS includes a model bank and is designed to help marketing management identify optimal solutions to marketing problem [8]

III.2. Building the MIS

Systems experts with the experience in installing MIS suggest that the installation decision should consider the issues [9]

Successful installation of a MIS requires involvement of top management and the active cooperation of a number of marketing and nonmarketing functions including sales, marketing research computer operations and finance and accounting. Katler suggests that a special task committees be formed, under the direction of the top marketing executive, with representatives from each area that is a user or supplier of information.

Design of a marketing information system must center on the information needs of the users of the system. The system design should proceed from back to definition of information to be gathered.

Buell defines building of a MIS as a four stages process. For a MIS to function properly it needs the support of top management potential users of the systems and these who must help with its development (e.g. operations research and computer specialists). This is a preliminary stage [3]

Data Bank: To create the data bank the melded information must be identified, gathered, evaluated, abstracted, indexed and stored. Computer hardware software and the people to operate them must be obtained. Marketing managers and other users of the data bank must be trained in its proper use and later in the use of statistical and model bank.

Statistical Bank: As managers become more familiar with the MIS, they will begin asking for more than basic analyses of data. They may ask for mathematical relationships among marketing and buyer variables or for the examination of differences among buyers.

Model Bank: As users become even moors accustomed to the potential of the MIS, they will look to the system for more help with decision making. Models will be needed, first to assist with routine decision, then to help in the explanation of market phenomena Manager own subjective models can become the first components of the model bank [9]

IV-BENEFITE AND USES OF AN MIS

Once marketing managers see how a functioning MIS can help their decision making, they are eager for more information. They realize that they can improve all aspects of their planning. Further, they can control the implementation of current plans, comparing results against plans and making necessary changes more quickly.

MIS will become more widespread as managers become more sensitive to the possibilities and computer costs continues to drop.

Routinely analyzing can't be the only source of information for decision making. MIS efforts tend to focus on meeting recurring information needs. Marketing research must be used-to supplement the data already available in the MIS [7]

A MIS can serves three functions for the marketer[3].

1-Control /Evaluation Function: MIS measure actual outcome of marketing programs and decisions.

2) Planning Function: MIS serve the marketing planning process by providing a flow of control and environmental monitoring information that goes into the station analysis. The initial stage of the planning process.

3) Decision Making Function: MIS contain models and statistical techniques that permit the marketer to use the data in the system to predict the outcome of decision alternatives, and thereby select the most satisfactory decision option.

A marketing information system is of most obvious value in a large company where information is likely to get lost or distorted as it becomes widely dispersed. However, Experience also tell us that integrated information systems can also have beneficial effects on management's performance in small and medium-sized firms [2]

V-CONCLUSION

An organization generates and gathers much information in its day- to-day operations, and much more information is available to it. But unless the company has some system to retrieve and process this information, it is unlikely that is using its marketing information effectively. Without such a system, information flowing from these sources is frequently lost, distorted or delayed.

A well designed MIS can provide a faster, less expensive and more complete information flow for management decision making. Executive can receive more frequent and more detailed reports. Management can continually monitor the performance of products, markets, sales people and other marketing units in greater detail.

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