

# Marketing Information Systems



MBA 1<sup>ST</sup> SEM.  
SUBJECT- MARKETING MANAGEMENT

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- “Know your enemy and know yourself, and in a hundred battles you will never be in peril”

# Chapter Objectives



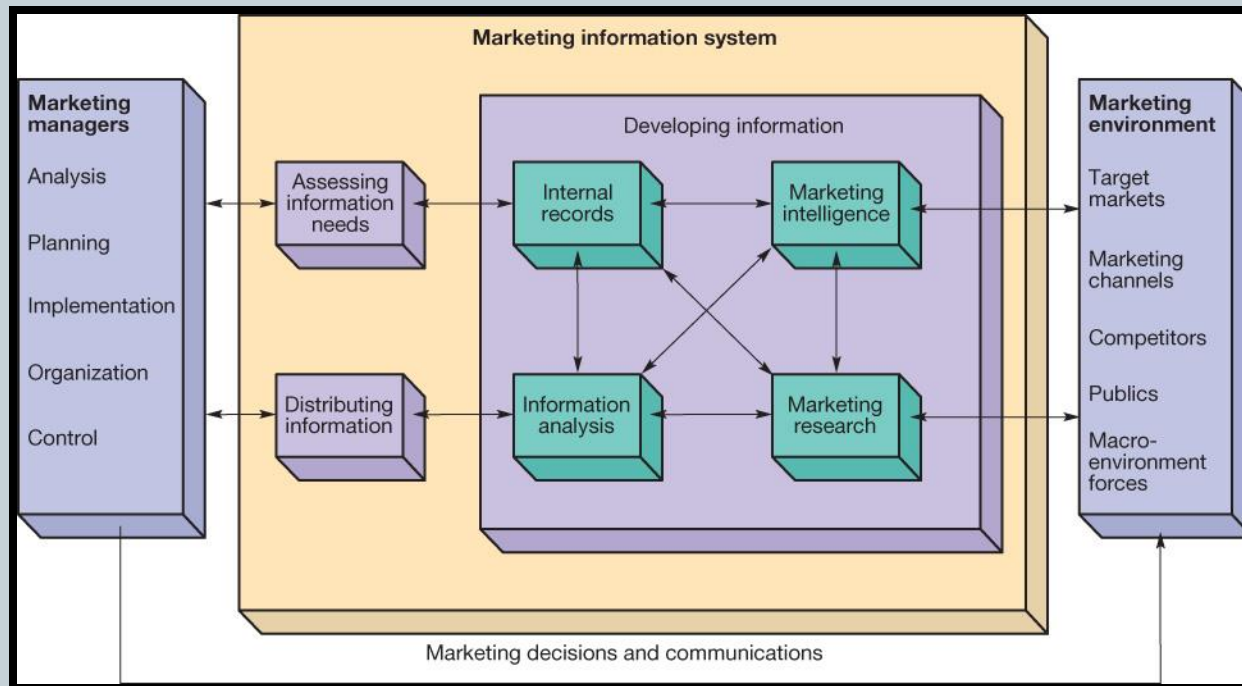
- Explain the concept of the marketing information system
- Identify the different kinds of information the company might use

# Marketing Information System



- **A Marketing Information System (MIS)** consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

# Marketing Information System



# Assessing Information Needs



- There must be a balance between what information is wanted and what is cost effective, obtainable and needed
- Too much information can be as harmful as too little
- Information gathering costs can add up quickly

# Developing Information



- Information can be obtained from internal company records, marketing intelligence and marketing research
- Data warehouses contain all customer information in a single, accessible source
- Guest history information the most valuable

# Guest Information Trends



- Booking patterns
- Cancellations
- Conversion percentages
- Overbooking patterns
- Historical occupancy trends
- Yield pattern by season



# Guest Information Management



- Guest comment cards
- Listening to and speaking with guests
- Automated systems
- Mystery shoppers

# Guest Information Management



- Company records
- Point-of-sale information
- Corporate customer and marketing intermediary information

# Marketing Intelligence



- **Marketing intelligence** includes everyday information about developments in the marketing environment that helps managers prepare and adjust marketing plans and short-run tactics

# Marketing Intelligence Forms



- Internal marketing intelligence
- External marketing intelligence
- Competitive information

# Internal Marketing Intelligence



- Company executives
- Hotel owners and managers
- Contact personnel

# External Marketing Intelligence



- Macro market information
- Competitive information
- New innovation and trends

# Competitive Information



- Competitors annual reports
- Trade magazines, press releases, advertisements
- In today's information age, companies leave a paper trail

- Thank you



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