Marketing Information Systems: part 1

Course code: PV250

Dalia Kriksciuniene, PhD

Faculty of Informatics, Lasaris lab., ERCIM research program

Autumn, 2013
Lecture 1

- Definitions, functions, requirements for the marketing information systems (MKIS).
- The careers and users of marketing information,
- The user’ requirements for the information content, inputs, retrieval and presentation.
- Marketing decision making environment, complexity of rules and variables involved.

Tools & software (demo): CESIM simulation solutions for multi-stage market modelling games
Lab work training: assignment for CESIM team simulation sessions
Marketing as a domain area

Many definitions of marketing - different accents (AMA - American marketing association defines)

Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler, Turner, 1985)

Keywords:
- Needs, wants, demands
- Products
- Values and satisfaction
- Exchange and transactions
- Markets
Needs, wants, demands

**Need** is a state of felt deprivation of some basic satisfaction
- E.g. food, clothing – things of survival. These needs are not created by society or marketers, they exist in human biology

**Wants** are desires for specific satisfiers of deeper needs.
- They are different in various societies: a person needs food and wants oyster, needs clothing and wants a Chanel outfit, needs esteem and wants fancy necklace. Wants are continuously reshaped by social forces and communities (families, schools, church, etc.) Marketing can create wants for the customers
Needs, wants, demands

**Demands** are wants for specific products that are backed up by an ability and willingness to obtain them by exchange.

**Wants** become **demands** when backed up by purchasing power.

Companies have to measure not only how many people want their product but how many would actually be willing and able to buy it.
Needs, wants, demands

These distinctions answer frequent critics for marketing “marketers create needs” or “marketers get people to buy things they don’t want”.

Marketers do not create needs- they preexist marketers. E.g. marketers do not create need for social status.

Along with other influential forces marketers influence wants. They suggest to consumers or try to point out how particular product would satisfy need (e.g. BMW car or Parker pen for satisfying need for social status)

Marketers try to influence demand by making product attractive, affordable, available. The demand is highly affected by competition: the want of the customer can be created by one firm and converted to the satisfied demand by the other (e.g. due to discount)
Products

Broad understanding of product: anything that can be offered to someone to satisfy a need or want.
Product as a physical object serves as a vehicle for getting service (e.g. car for riding it).
Services are carried by other vehicles such as persons, places, activities, organizations, ideas. Product covers all vehicles that are capable of delivering satisfaction of a want or need.
Tangible and intangible products. Inangible products cover information and knowledge (which is often not documented) and patents, technologies, brands (which can have certificates and can be sold-obtained (exchanged in the market)
Other terms for product: offer, satisfier, resource.
Values and satisfaction

How do consumers choose among the products that might satisfy a given need?
E.g. how can we travel? By foot, roller skates, bicycle, car, plane or cruise ship.
The list makes a choice set.
According it we make a product set
The goal set which we want to satisfy in need for traveling, e.g. speed, cost, ease. Each product has difference capacity to satisfy goals.
What is the ideal product?
Product space is the rating of products by customer perception how far is it from ideal. Value (or utility) is greater if product is nearer to ideal.
Exchange and transactions

Marketing exists when people decide to satisfy needs and wants in the way we call exchange.

Four ways of exchange:
- Self production (e.g. relieve hunger by fishing) - no marketing, as there is no interaction
- Coercion (e.g. wrest food from other) – no benefit is offered to other party
- Begging (e.g. approach other) - no tangible to offer, except gratitude
- Exchange (offer resource in exchange for good: money, another good, service) - marketing arises from this approach

However even in the situations where there is no marketing, the marketing specialists can introduce it (e.g. computer games created for deceiving enemies or robbing resources fulfill the needs of customer to experience situation of coercion
Exchange and transactions

Exchange is the defining concept underlying marketing - the act of obtaining desired product from someone offering something in return.

Terms for exchange: leave them both better or not worse, that’s why exchange is a value creating process.

Exchange has to be seen as a process not event (two partied finding each other, negotiating, moving towards agreement).

If the agreement is reached, transaction occurs.
Markets

Economist view: market is the place where buyers and sellers gather.

Marketers view: market consists of all potential customers sharing a particular need or want, able for exchange to satisfy it.

Market are seen as buyers (their groupings), the sellers-as industry. They are connected with flows:
- Communication
- Products (goods/services)
- Money
- Information
Summary of marketing concepts

Marketing means human activity that takes place in relation to markets.
Marketer seeks for resource form someone and willing to offer something of value in exchange.
Marketer is seeking response from other party, and can take a role of seller or buyer.
Marketing management

It is the analysis, planning, implementation and control of programs designed to create, build, and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organizational objectives.

The organization forms the idea of a desired level of transactions with the target market. It has a task of influencing the level, timing, composition of demand according to goals.

States of demand to cope: negative absent, latent, falling, irregular, full, overfull, unwholesome demand.
<table>
<thead>
<tr>
<th>Marketing orientation</th>
<th>Focus</th>
<th>Means</th>
<th>Ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production concept</td>
<td>Mass production lowering costs and price</td>
<td>High production efficiency and wide distribution coverage</td>
<td>Sell what is produced. Leads to impersonality of consumer</td>
</tr>
<tr>
<td>Product concept</td>
<td>Consumer favors only products that offer most quality, performance and features</td>
<td>Make good products and improve them over time</td>
<td>Sell what producers “love” cause marketing “myopia” losing sight what customer wants</td>
</tr>
<tr>
<td>Selling concept</td>
<td>Product</td>
<td>Selling and promotion</td>
<td>Profits through sales volume</td>
</tr>
<tr>
<td>Marketing concept</td>
<td>Meet customer needs</td>
<td>Integrated marketing</td>
<td>Profits through customer satisfaction.</td>
</tr>
<tr>
<td>Societal marketing concept</td>
<td>Determine customer needs</td>
<td>Deliver needs fulfillment better than competitors</td>
<td>Preserve and ensure long-run society welfare</td>
</tr>
</tbody>
</table>
Marketing’s role in a company

- Equal function or primary four: marketing, production, finance, personnel
- More important function
- Central major function
- Customer – central function for controlling 4 primary functions
- Customer as controlling, marketing and integrative function in the center
Marketing’s role in a company
Marketing theories

Most prevailing theory is 4P (McCarthy, 1968)-marketing mix (customer, markets, etc. missing here).

Extensions of the 4P theory:
Kotler (megamarketing) 4+2P
Booms&Bitner (Service marketing) 4+3P
Baumgartner (1991) – 15P

The mix concept was initially developed by Neil Burden (1964) derived from Culliton (1948): marketing is a mix of ingredients (12 elements +4 forces) (Product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, fact finding and analysis) + (behavior of: consumers buying, trades’ (ret.wh), competitors and their position, governmental

and search for suitable set of ingredients for each transaction with customer.
4P – marketing mix component system is too brief for its real implementation. Its real content covers various problem areas:
# Marketing theories - summary

<table>
<thead>
<tr>
<th>4Ps</th>
<th>5Ps</th>
<th>6Ps</th>
<th>7Ps</th>
<th>15Ps</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Promotion</th>
<th>Place</th>
<th>People</th>
<th>Product</th>
<th>Price</th>
<th>Promotion</th>
<th>Place</th>
<th>Participants</th>
<th>Physical evidence</th>
<th>Process</th>
<th>Product/service</th>
<th>Price</th>
<th>Promotion</th>
<th>Place</th>
<th>People</th>
<th>Politics</th>
<th>Public relations</th>
<th>Probe</th>
<th>Partition</th>
<th>Prioritize</th>
<th>Position</th>
<th>Profit</th>
<th>Plan</th>
<th>Performance</th>
<th>Positive implementations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Gummesson (1994)*
Development of marketing theories: from mix to relationships

Relationship marketing theory (Gronroos 1996, Gummesson 1999 and USA “school”).

Christopher, Payne, Ballantyne (1991) Six markets
Kotler (1992) Ten players
Morgan, Hunt (1994) Ten partnerships
Gummesson 30R: classical relationships (3), special (14), mega (6), nano (7)

Relationship history of communication with customer leads to future activities including transactions.

Relationship processes can be considered as tangible, as they use resources and can be measured by quantitative indicators. They have life cycle. (Gronroos, 1996).

4P marketing is implemented by special department, and in RM all employees are considered as “part-time marketers” (Gummesson, 1999)
Marketing and management processes (functions)

5 Key Functions of Management

- Plan
- Organise
- Make decisions (Command)
- Co-ordinate
- Control

If the specialist does not perform any of these functions, he cannot be considered as manager.
Marketing work and careers

- Sales manager
- Sale representative
- Advertising and promotion manager
- Marketing researcher
- Customer service manager
- Product manager
- Market manager
- Marketing vice-president

Extensive career specifications exist in enterprises
Marketing work and careers (e.g. certification)

Identify information and research requirements for business and marketing decisions.
Manage the acquisition of information and the Marketing Information System (MkIS).
Contribute information and ideas for business and marketing decisions.
Create a competitive operational marketing plan appropriate to the organization's context.
Integrate appropriate marketing mix tools and manage them to achieve the effective implementation of plans.
Marketing work and careers (e.g. certification)

Define and use appropriate measures to evaluate the effectiveness of marketing plans and activities.
Create an effective communications plan for a specific campaign.
Manage marketing communications activities.
Develop and manage support to customers and members of marketing channels.
Plan a marketing project.
Manage a team for marketing project or tasks.
Make recommendations for changes and innovations to the marketing process for value enhancement.
Marketing skills in SimBrand (Cesim)

The business simulation game covers marketing skills:

- product life cycle management,
- segmentation,
- positioning,
- distribution channel investments,
- advertising budget allocation,
- after sales services,
- pricing,
- sales forecasting,
- marketing research, competitor analysis,
- research and development,
- and financial indicators.
Communication barrier between Market (M) and Enterprise (E)

• **How M evaluates E?**
If the E fits to M demands, M participants are aware of and are interested to buy E products, acquire shares, make career here. The goal is to balance supply and demand, which also ensures growth of E resources.

• **How M reacts to E efforts?**
M serves all customers and all competitors. M reacts in full complexity of existing relationships/hidden rules. M learns from E and creates new effects.

• **How E evaluates M?**
If E acknowledges suitability of M for its activities, E makes efforts and supports them by its resources to make customers informed and interested for desired period of activity. E needs appropriate **indicators**.

• **How E reacts to M?**
E tries to guess which type of effort makes biggest impact to M. E can affect only part of rules of M and has only partial info for revealing them. That makes communication barrier. E needs to influence **indicators**.
“Battlefield” for performing marketing tasks
MkIS as information equivalent of marketing management of the enterprise

Management information systems have to reflect reality. By looking at the system we should be aware of structure and dynamics of processes of the entire scope of marketing. E.g. accounting system of the enterprise consists of chart of accounts interrelated by double entry principle.

What are the components of marketing system, can we consider their entirety as information equivalent of marketing?
MkIS and marketing of the enterprise. What entirety we understand as system?

Can we see more than any naked eye, or we are wearing pink-lense glasses for observing real market and our own enterprise?
Definitions of MkIS

MIS may be defined as a set of procedures and methods for the regular, planned collection, analysis, and presentation of information for use in making marketing decisions (Cox & Good, 1967).

MkIS comprises all computer and non-computer systems, which assist the marketing function to operate effectively. MkIS include many systems, which are not generally thought of in marketing terms, e.g. general ledger or production-planning systems. (O’Connor & Galvin 1997)

Marketing information systems are people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers (Armstrong & Kotler, 2007).

.. there are many more authors and definitions..

30
Requirements for MIS creation

<table>
<thead>
<tr>
<th>MIS quality</th>
<th>Requirement to MIS quality: description and author</th>
</tr>
</thead>
</table>
| MIS goal                     | ▪ Gather, sort, distribute, analyse, evaluate pertinent, timely and accurate information (Cox and Good, 1968; McCarthy et al., 1985; Marshall and LaMotte, 1992; Kelley, 1965)  
▪ Information for making effective decisions to improve planning, implementation and control (Kotler, 2001) |
| MIS structure                | ▪ Set of procedures and methods (Cox and Good, 1968)  
▪ Combination of procedures, human and computerised resources (Kotler, 1985; Kelley, 1965; O'Connor and Galvin, 1999)  
▪ Formal system for creating organized information flow (Lucey, 1991, Marshall and LaMotte, 1992)  
▪ Structure is freely composed of functional subsystems (Uhl, 1974) |
| Sources of information       | ▪ External, internal, research information (McCarthy et al, 1989; Kotler, 2001)                                           
▪ Planning, control, research information (Smith et al., 1968)                        |

31
MkIS definition summary

The essence of a modern MkIS is

- people, who take part in the processes of marketing management
- by using the most recent achievements of IT.
- these processes are based on the flow of information,
- which enables to solve encountered problems
- and generate adequate marketing decisions.
MkIS definition summary

- MkIS definitions echo the management information system, no specific marketing-related features are presented.
- The marketing manager is mentioned in the definitions without distinguishing between various types of activities, marketing tasks or hierarchical level.
- MkIS is not defined as a general type of system (I-O-F), rather it is composed of computerized and non-computerized elements assisting marketing management processes.
- The MkIS structure is not stable, due to changing needs in each stage of marketing processes, availability of information technologies and data, risk, uncertainty.
MkIS definition summary

∞ The managers become part of group which plans information needs and implementation of MkIS. That makes MkIS unique in each enterprise.

∞ The qualification of managers is related to information quality. Improvement of information quality characteristics should go in tune with increasing skills.

∞ The changing environment for marketing decisions requires flexibility of inclusion required information sources.

∞ It means that the process of creating MkIS can become ongoing, its structure composed in a flexible way from various subsystems, and corresponds to subjective needs of the managers.
The user interaction with the Marketing Information System (MkIS)

MARKETING MANAGER

Requests for information

Regular and customized reports

MkIS Systems and Procedures

- Collection
- Analyses
- Storage
- Retrieval and Dissemination

The features of marketing Information System (MkIS)
Types of information needs (classical)

Third source - knowledge of marketing manager, his experience, intelligence and derived wisdom from ability to merge information
... and many more types of information sources

Where do we get information?
Who prepares it to marketing managers?
What is the format of knowledge?
Influence of marketing theories to MkIS

Marketing is planned according to the 4P, it is implemented by performing different specialized tasks (market analysis, advertising, sales, customer service, etc.), it is controlled by applying historical financial indicators, although all marketing activities aim to bring changes in future.

Relationship marketing suggests describing marketing of the enterprise by its set of relationships and their dynamics. Therefore in contrary to “4P” , the RM can serve as basis for information equivalent of the enterprise, as it creates, develops, quits R; plans, controls, organizes, makes decisions on R. R-becomes object for creating its info equivalent.
MkIS and marketing of the enterprise. What entirety makes the model of MkIS system?

- Structure of the model
- Dynamics of the processes
- Information describing the processes
- Evaluation of the performance (measures)
- Different levels of MkIS representation suggest of its multidimensional origin
Importance of MkIS concept and model as adequate information equivalent of marketing
Structure of MkIS model

∞ Many authors present their own MkIS model
∞ What is the system model in general? What parts does it consist of?
∞ What dimensions can be observed in marketing system?
∞ Evaluated from system theory perspective, the suggested models can be considered as illustrative structures.
∞ Model should reflect structure and dynamics of the system, ensuring possibility to transfer conceptual model to the IS architectural model and implementation by IT.
The MkIS place in marketing (Kotler)

The MkIS model (subsystems)

The MkIS model (McCarthy)
MKIS (Brandaid model)

An MKIS (Brandaid model) is made up of input and output subsystems connected by a database.

The Input Subsystems are:
- Transaction processing system
- The marketing research subsystem
- The marketing intelligence subsystem

Each output subsystem provides information about four critical elements in the marketing mix:
- The product subsystem
- The place subsystem
- The promotion subsystem
- The price subsystem
The MkIS Brandaid model (4P)
<table>
<thead>
<tr>
<th>MkIS category of functional goal</th>
<th>Author, source</th>
</tr>
</thead>
<tbody>
<tr>
<td>• MkIS for collecting information and marketing research, intelligence, environment scanning</td>
<td>Kelley, 1965; Kotler, 2001</td>
</tr>
<tr>
<td>• Computer support for marketing information processing, modeling</td>
<td>Kotler, 1985; Proctor, 1991</td>
</tr>
<tr>
<td>• Creating marketing information resources for competitive advantage</td>
<td>O’Brien, 1990</td>
</tr>
<tr>
<td>• MkIS information support to marketing functions: sales management, advertising, customer</td>
<td>Moriarty and Swartz, 1989</td>
</tr>
<tr>
<td>management, etc.</td>
<td></td>
</tr>
<tr>
<td>• Information support to marketing management processes, such as planning, decision-making and</td>
<td>Lucey, 1991</td>
</tr>
<tr>
<td>control.</td>
<td></td>
</tr>
<tr>
<td>• MkIS for needs of marketing management hierarchical levels</td>
<td>Lucey, 1991; O’Brien, 1990</td>
</tr>
<tr>
<td>• MkIS supporting specialized functions: data processing, reporting, expert systems, decision</td>
<td>Sprague and Carlson, 1995</td>
</tr>
<tr>
<td>support systems</td>
<td></td>
</tr>
<tr>
<td>• MkIS specialized for business area of enterprise</td>
<td>Integrated IS provided by firms: Forpost, Nasdaq,</td>
</tr>
<tr>
<td></td>
<td>Smart Amadeus, Gabriel, Sabre, Sirena, BABS,</td>
</tr>
<tr>
<td>• MkIS as inseparable part of IT-enabled marketing functions: database marketing, customer</td>
<td>Integrated IS provided by firms: Oracle, Baan,</td>
</tr>
<tr>
<td>relationship marketing, etc.</td>
<td>Peoplesoft, Microstrategy, SAS, SAP</td>
</tr>
</tbody>
</table>
# Influence factors to MkIS creation

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialization for the business area</td>
<td>Specialization means that MkIS is created for fulfillment and analysis of the operations of specific business: service, retailing, banking, travel agency or stock exchange. Specialization is aimed to fully adjust systems to particular set of marketing activities, related to sales management, customer service, or daily operations of marketing personnel of applied business area.</td>
</tr>
<tr>
<td>Integration of information sources of various origin</td>
<td>The information for marketing management is combined from sources originating in the departments of the enterprise and in its external environment. It can be intentionally collected while conducting market research as well. The important source of information is the experience and knowledge of marketing manager, as their work usually involves complex decision-making activities and require both comprehensive analysis of changing environments and a synthesis of useful information (Mintzberg, 1994a, 1994b).</td>
</tr>
</tbody>
</table>
## Influence factors to MkIS creation

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computerization of MkIS</td>
<td>The selection of possibilities for serving information needs of marketing managers is increasing with the development of information technologies. In most enterprises the computerization tools of various functionality coexist simultaneously. Surveys reveal that the most widely used computer-based systems in marketing are general IT tools such as spreadsheets, graphic packages, word processing, electronic mail, relational database systems and statistic packages. The advanced IT used for marketing are: data warehousing, OLAP, data mining, fuzzy logics, which enable to process complicated inquires, search for patterns in data, and handle imprecise decision rules.</td>
</tr>
<tr>
<td>Integration of MkIS subsystems and functions</td>
<td>The axis of integration of MkIS subsystems and functions indicates MkIS scope, which can vary from the tools, serving separate functions of marketing activities, to the integrated view of marketing management activities. The integrated systems include planning, decision-making or control subsystems. The functional tools include customer relationship management, e-procurement operations along supply chain, e-communication with customers and partners via internet and extranets.</td>
</tr>
</tbody>
</table>
Functional scope of marketing information systems

Marketing information supply system

Computer support for marketing information processing and modelling

Marketing environment information analysis, marketing intelligence system

System for creating competitive advantage

Support system for marketing activities
- Sales management
- Productivity of sales personnel
- Analysis of customer needs
- Advertising and promotion

Support system for marketing management processes
- Planning
- Organizing
- Control
- Decision making

Information support to marketing managers of different hierarchical levels
- Operational level
- Tactical level
- Strategic level

Specialized management IS for marketing
- Analytic processing, reporting IS
- Expert systems ES
- Marketing modelling IS
- Executive IS (EIS)
- Decision support systems (DSS)

Business-specific, marketing-oriented IS
- Banking IS
- Tourism IS
- Stock exchange IS

IT based marketing
(MkIS as inseparable part of product, service, sales channel)
- Database marketing
- Internet marketing
- Internet catalogs
- Marketing in e-commerce
- Marketing of information products and services
- Customer relationship marketing (CRM, eCRM)
- E-supply chain management
- E-communication with suppliers and partners (B2B)
- Internal marketing

MkIS classification

INTEGRATION of information sources of various origin

INTEGRATION of subsystems and functions
The MkIS model evaluation

• The analysed MkIS can be applied for one or two levels of analysis and only for partial presentation of situation and dynamics.

• The most advanced systems from the multidimensional point of view are the CRM systems, created for enterprise relationships, directed to customers. They present possibility to map relationships, connected with related information created in various functional modules of integrated system (MS Axapta, Microstrategy, SAP).

• The software for control (e.g. balanced scorecard) is created in several integrated systems (Axapta, SAP), These parts exist separately and cannot express the marketing processes, situation and development in enterprise, but present possibility for their conceptual integration in a MkIS.

• The new theoretical developments of relationship marketing, knowledge management, balanced scorecard have major influence for MkIS creation principles. Their integrated use enables the information processing in three levels - logical, informational and goals - and can serve as basis for multidimensional MkIS structure.
Decision-making process in MkIS

Market phenomena

Analyses

Decomposes to MMR

Stores, uses

Structurizes

Experience, qualification

Intellectual capital

Marketing research information

Enterprise information

Market information

Makes decisions regarding MMR

Reaction to market phenomena

Registers decision

Retrieves information

Decomposes to MMR

Multidimensional MIS

Marketing relationships dimension

Knowledge dimension

Balanced scorecard dimension

Scores applied to each MMR

MARKETING MANAGER

Stores, uses

 Registers information

Experience, qualification

Enterprise strategic goals expressed by balanced scores
What do you look for in the enterprise if you analyse MkIS? – there’s no standard model

IT approach: Business intelligence and analytics tools: no standard model too

- Visualization empowerment
- Creating variables and indicators from available data
- Making analytics for extracting knowledge about their interrelationships and rule
- (Examples)
Interrelationship of MIS, MkIS and IT concepts

<table>
<thead>
<tr>
<th>Marketing IS concepts</th>
<th>Management IS creation concepts (O’Brien, 1990)</th>
<th>IT concepts (O’Brien, 1990), Zikmund et al 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Integration of functional modules</td>
<td>Management operations processing</td>
<td>Transactional processing</td>
</tr>
<tr>
<td>2 Project and campaign</td>
<td>Creating strategic advantage ERP (enterprise resource planning)</td>
<td>Analytic applications, EAI (enterprise application integration), CRM</td>
</tr>
<tr>
<td>3 Value chain system</td>
<td>CRM</td>
<td></td>
</tr>
<tr>
<td>4 Competitive system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 End-user „ad hoc“ support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Support for marketing management processes</td>
<td>Decision making support (DSS) Expert systems (ES) Executive information systems (EIS) Business intelligence systems (BI)</td>
<td>data warehouses, data mining, OLAP (online analytical processing)</td>
</tr>
<tr>
<td>7 Marketing intelligence system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Multidimensional MkIS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Interrelationship of MIS, MkIS and IT concepts

Different concepts can be identified by analysis of functionality and structure of the existing MkIS models. However they all are based on combining different information processing methods implemented in MkIS functional subsystems and cannot serve the multidimensional origin of information processing of marketing managers.

The MIS and IT concepts for MkIS implementation describe different perspectives of the same system.
Assignment

Tools & software (demo): CESIM simulation solutions for multi-stage market modelling games

Lab work training: assignment for CESIM team simulation sessions.

The game Simbrand

Game description video: www.cesim.com/resources

Team access: http://sim.cesim.com/

The simulation: Rinkos modeliavimas (RMOD)

Six teams

Timetable for submitting decisions is in the simulation area

Completion time – Nov. 1
Literature


CESIM business modelling games (www.cesim.com)
Statsoft: the creators of Statistica http://www.statsoft.com
Viscovery Somine http://www.viscovery.net/

Online scientific databases accessed via library.muni.cz
Kotler, Ph. Marketing management (any edition)