

**Marketing information system,
research specification,
qualities of a good researcher**

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1. MIS
2. Research specification
(problem definition, objective, partial objectives, research questions)
3. Qualities of a good researcher

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Marketing information system

- part of the company's information system used for the needs of decision-making and management planning process
- It brings information about:
 - company's internal activities and
 - changes in the market environment (that can have a negative impact on the company or be an opportunity for its further development).

Marketing information system is

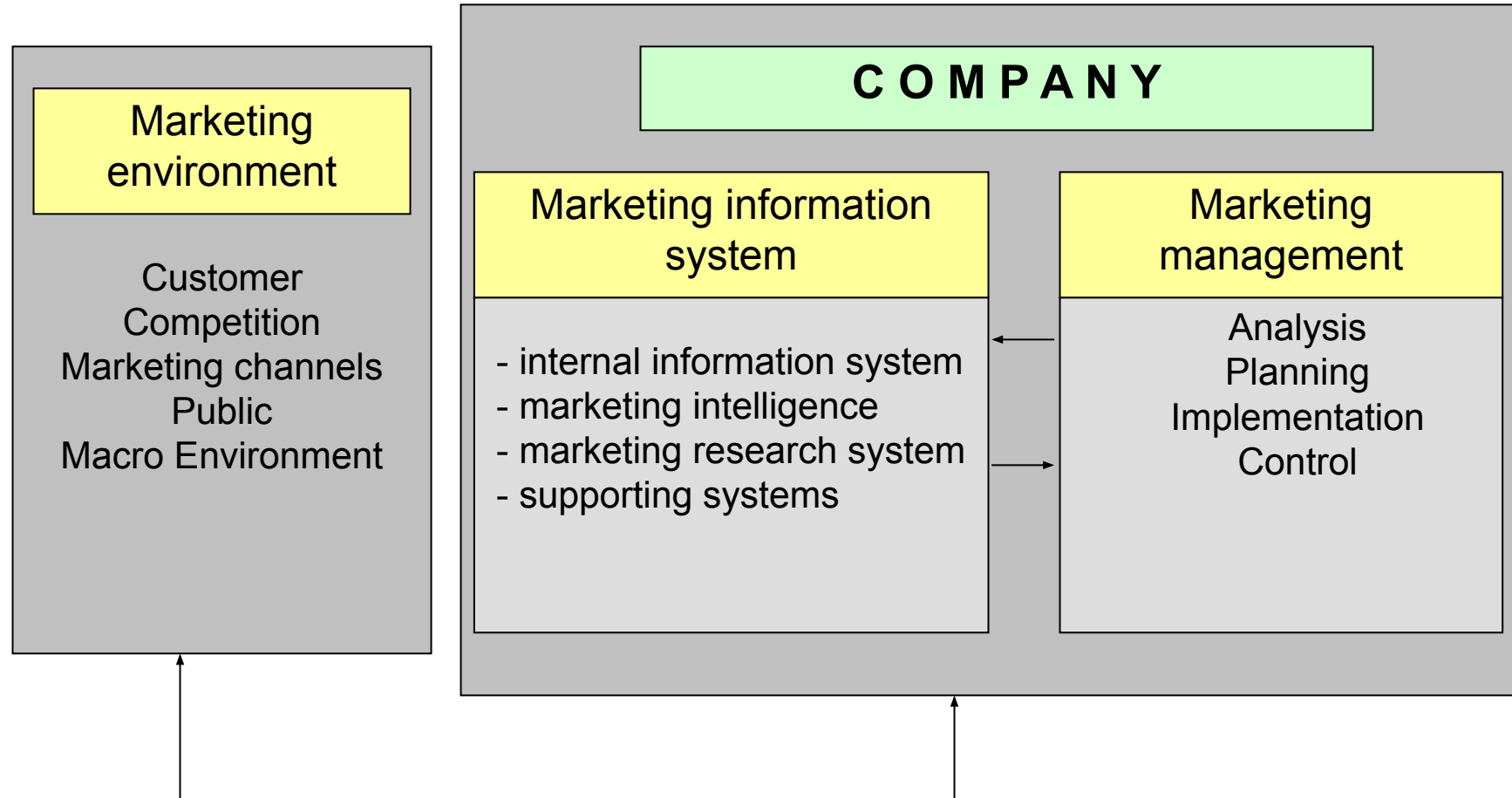
- ... mutually developing and communicating **structure of people, devices and information technologies** used to obtain, sort, analyse, evaluate and distribute the required, actual and real information used in the company for marketing decision making, marketing strategic planning, its implementation and feedback control.

Role of marketing information system

- to collect and produce information
- to process and provide information to managers
- to enable the use of information, ie. to allow all users access to the information



Marketing information system structure



1) Internal information system

- information about activities of the company:
 - information: orders, sales, prices, costs, stocks, financial indicators etc.
 - sources: accounting, e-shop, customer database (loyalty cards)



2) Marketing intelligence

- set of processes and information resources used to collect information about the situation and changes in the market environment
- information sources:
 - professional publications, newspapers, magazines
 - discussion with customers, suppliers, employees, sales representatives
 - fairs and exhibitions
 - own marketing department

3) Supporting systems

- a system of statistical methods and descriptive mathematical models
- it allows data processing and situation modelling



4) Marketing research system

- in case the available data is not sufficient
- realized marketing research, own research, purchased research
- to obtain specific information regarding the specific problems for the specific purpose



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Research problem definition

- defining the field of the research
- precise setting of the reasons for conducting a research

- ❑ Main problem is the decline in non-alcoholic beverages sales during winter time.
- ❑ Main problem is that we don't know the new market and the processes to access this market.
- ❑ Main problem is that we don't know the marketing activities that might be applied in Facebook to address existing and potential customers.

Main objective

- precise definition
 - summary of all questions that need to be answered by the research
-
- ❑ To find out how the company XY should efficiently communicate on Facebook to address current and new customers.
 - ❑ Main objective is to identify the reasons for the sales decline of non-alcoholic beverages in the winter term and to propose measures to improve the situation.

Partial objectives

- they elaborate on the main objective
- partial research fields according to the topics, methods of data collection etc.
- they must contain all fields of the research
- specific
- basis for the question formulation (questionnaire)
- usually: to find out, to map, to identify, to define, to set

Examples of partial objectives

To find out how the company XY should efficiently communicate on Facebook to address current and new customers.

- ❑ To find out what marketing communication is perceived by FB users as positive and negative.
- ❑ To identify what attributes a successful post has.
- ❑ To find out the current rules for FB posts with the best organic dissemination.
- ❑ To find out the proper targeting of paid FB advertisement.
- ❑ To identify the competition that has a FB profile.
- ❑ To map what types of posts our competition publishes and how successful they are.

Examples of partial objectives

To find out how the company XY should efficiently communicate on Facebook to address current and new customers.

☐ To find out what marketing communication is perceived by FB users as positive and negative.

Group interview

☐ To identify what attributes a successful post has.

☐ To find out the current rules for FB posts with the best organic dissemination.

☐ To find out the proper targeting of paid FB advertisement.

Secondary data

☐ To identify the competition that has a FB profile.

☐ To map what types of posts our competition publishes and how successful they are.

Observation

Research questions

- if it is not possible to formulate hypotheses
- questions should be:
 - adequate to our work (bachelor thesis, diploma thesis, etc.)
 - just a yes/no answer is not possible
 - sufficient relevant information can be gathered to answer the questions

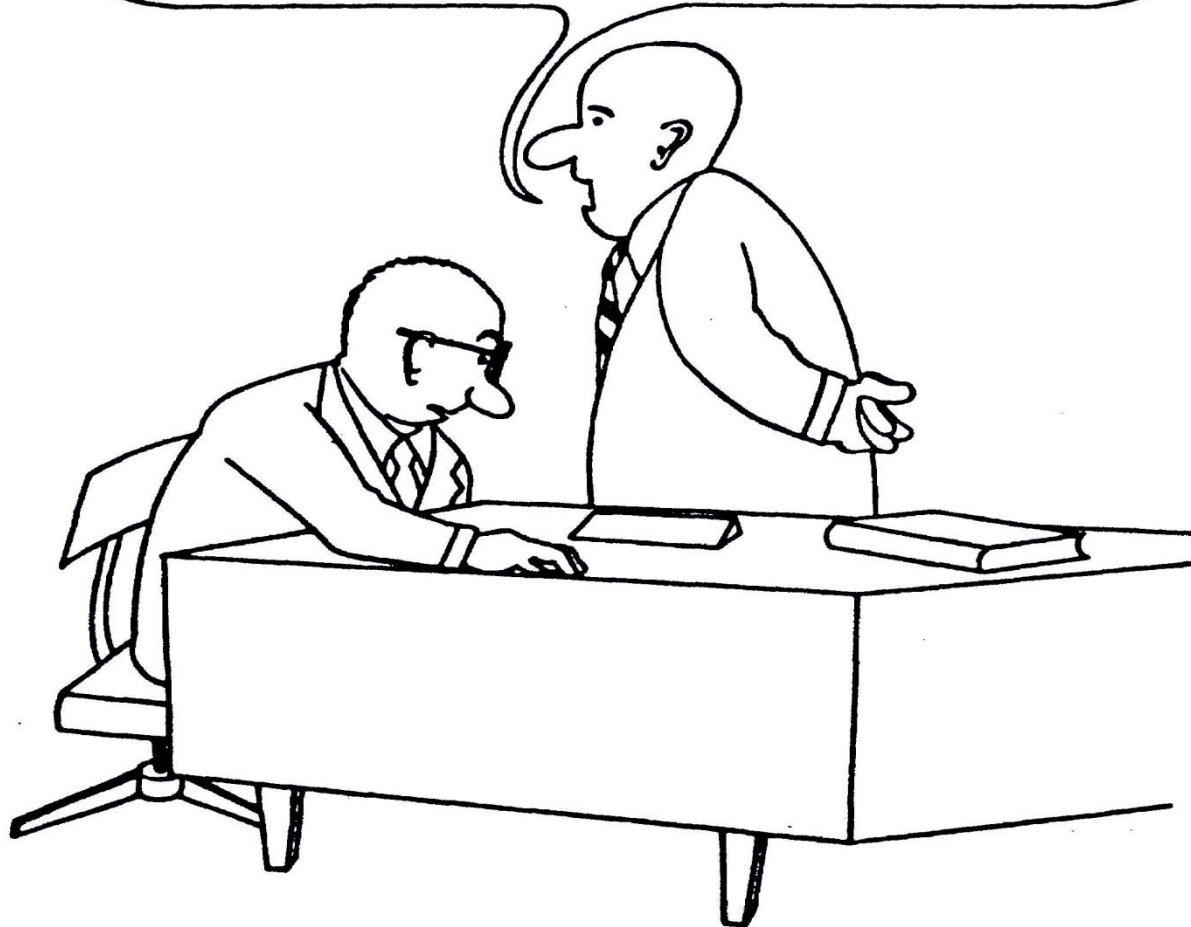
- What factors influence the satisfaction of our customers?
- What type of posts has the best organic dissemination?
- What is the main factor that influences sales decline in 2023?

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Qualities of a good researcher

WE SIMPLY HAVEN'T BEEN GETTING OUR SHARE OF THE COLLEGE MARKET SEGMENT, ROBERTSON. I WANT YOU TO FIND OUT WHAT'S WRONG WITH OUR ADVERTISING.



*Help manager
to understand
real problem*

*Select among
viable
alternatives*

Qualities of a good researcher

*Structures
analysis*

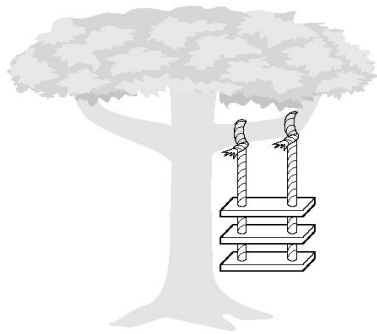
A Puzzle



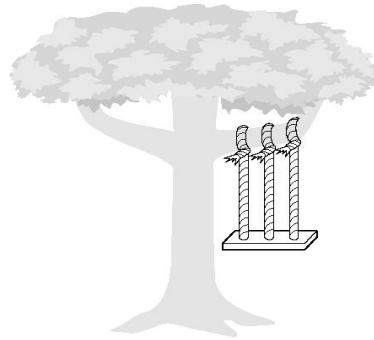
What language is written on this stone found by archeologists?

The language is English: TO/TIE/MULES/TO. A great deal of time and effort is spent looking at familiar problems. Managers often do not look at these problems in a new light, however. Too often they see what they want to see or what they want to expect. They give stereotyped answers to problems. A good researcher creatively develops a hypothesis by looking at problems in a new way.

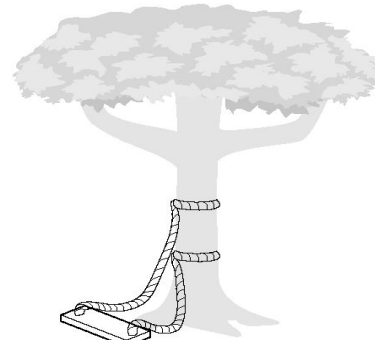
Qualities of a good researcher



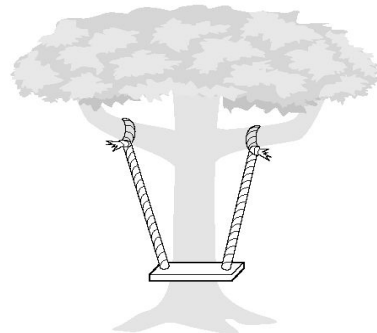
As Marketing Requested It



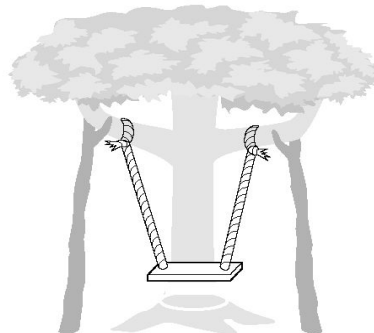
As Sales Ordered It



As Engineering Designed It



As We Manufactured It



As the Plant Installed It

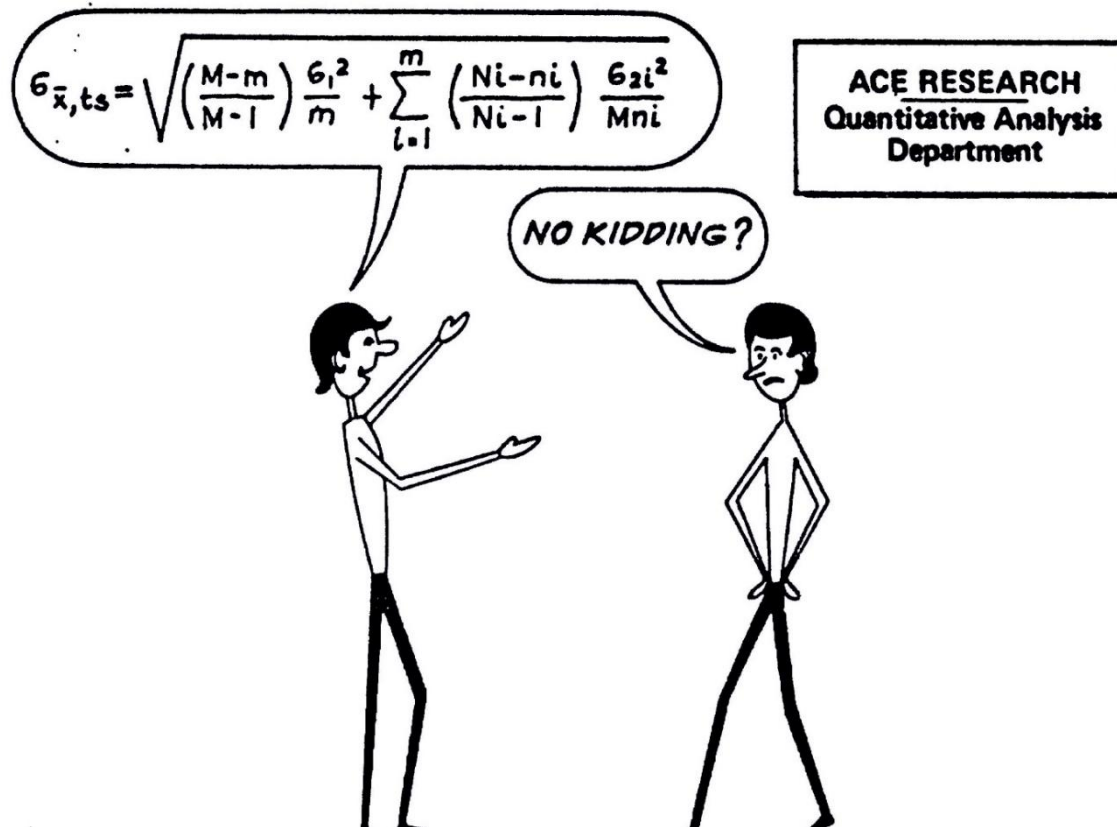


What the Customer Wanted

*Good
communication
skills*

Qualities of a good researcher

One of the problems encountered with the use of complex equations and analysis techniques is that frequently clients do not understand what has been done and what it really means. The use of simple techniques, rather than being an embarrassment, has advantages that should not be overlooked. Unfortunately, analysis "jocks" are often more interested in impressing their clients than in providing them with information they understand and can readily use.



*Avoids
needless
jargon*





Task for you



1. Choose a company that provides services. What information a database of your existing customers should contain?
2. How would you proceed when creating a database of your potential customers?