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MARKETING ESSENTIALS

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Marketing is a multilateral economic phenomenon that aims to determine human needs and meet them.

Marketing is constantly changing, so the need for information on consumer needs plays an important role especially when companies expand into the territory when consumers become selective in choosing goods when their turnover is increased. All companies benefit from an informational marketing system.

THE INFORMATION MARKETING SYSTEM

amid growing competition in recent years, marketing intelligence has become a vital factor in organizational development. in the past, the change was slower than today, it was reasonable to assume that the best forecast of the immediate future was an extrapolation of past trends. The marketing information system should be seen as a prerequisite for competitive success. From a conceptual point of view, marketing information systems have existed for many years, the original ones have been 'paper-based', today with the development of computers, informational marketing systems are more sophisticated and efficient.

An informational marketing system is a variety of methods, techniques, systematic collection procedures and the provision of marketing information on a perpetual basis at a timely and timely basis. Due to the need for information, sources and costs change over time, periodic review of any marketing information system.

MacMillan's marketing and advertising dictionary offers the definition:

- the marketing information system represents the systematic organization of all marketing data required by the business organization to provide a real, clear and timely information flow to marketing and general management.

in 1968, Smith proposed the following definition:

- an interactive and structured complex of people, devices and procedures designed to generate an orderly flow of pertinent information collected from

internal and external sources to the firm as a basis for decision making in specific areas of marketing management responsibility.

STRUCTURE OF THE INFORMATION SYSTEM

Each company must direct the flow of marketing information to its specialist executives. Companies analyze the information needs of directors, according to which appropriate marketing information systems are being developed.

The information system is an ensemble of elements involved in the process of collation, transmission, processing of information. The role of the informational system is to convey the information between different elements, any informational system being characterized by inputs, outputs, structure and state. Within the informational system are found: the information, the documents carrying the information, the personnel, the means of communication, the processing systems of information. The activities carried out within this system can be: acquiring information from the basic system, completing documents and transferring them between different compartments, centralizing the data.

Within the information system, most of the activities are carried out with the help of computing techniques. The set of elements involved in this process of data processing and transmission electronically make up an informational system, which includes: computers, data transmission systems, processed data, personnel, the theories underlying the processing algorithms. The information system is included in the information system, the latter being an essential component of the first one.

INTERNAL MARKETING INFORMATION SYSTEM

The Internal Marketing Information System (SIIM) is a S.I.M. which aims at collecting, systematizing and providing information regarding the general internal marketing state and especially the commercial status of the company. It is about the internal sources of information in the enterprise, carrying some data and secondary information regarding the specific problems of the company's activity: aprovisionae , suppliers, production, products, prices, customers, sales, distribution, workforce. Internal information resources are extremely important in any research study, using for various analyzes, calculations of efficiency at the most different levels. the success of SIIM is to create a database management and management system where information is collected, sorted and systematized to be used promptly and effectively to substantiate marketing decisions.

THE INTELLIGENT MARKETING SYSTEM

Marketing intelligence system has the main purpose is to collect data and information on micro and macro company needed to inform managers. The marketing intelligence system has as its main objective the collection of data and information on the micro and macro company, which is necessary for informing the managers. Through this system we obtain information about the environment,

the sources of this information are:

1. Secondary, printed, written sources from which information about past periods is obtained. These can be: internal sources, offered by the internal marketing information system and external sources, outside the company. Foreign sources can be of great variety and diversity, in the modern world, all economic, technical, social, cultural, political bodies emit certain It is natural that one of the most important tasks of market research and marketing research specialists is to carefully select existing sources and gather the information in the information jungle. more useful.

Secondary information, very necessary to the manager, has advantages and limitations. The advantages of using these are:

- necessary costs and time, compared to getting primary information
- Helps clarify some issues the company has encountered in the past
- warns managers about the difficulty of a particular problem and how to approach it.

2. Primary sources of information, they provide primary information:

- the sales force of the company, ie the personnel with tasks and direct attributions in the sale of the products
- intermediarii
- personal specialist in data and market intelligence, competition, public information
- the internal documentation and information center
- specializing in consulting and marketing research

Marketing Research System

This system can be defined as a systematic model of planning, collecting, collecting, processing, analyzing and communicating the relevant data and information about a specific marketing situation. Marketing Marketing is designed to reduce risk and uncertainty in making decisions and to supervise the implementation of the adopted decisions, the performance obtained after their implementation.

Marketing research fulfills four functions:

1. descriptive function - exploitation and presentation of reality
2. diagnosis function - explanation of reality
3. Predictive function - Use of descriptive and diagnostic research in predicting the effects of marketing decisions
4. the projective function - the development and design of a long-term strategy

The marketing decision support system

It is an interactive and personalized information system designed to be exploited and controlled by decision makers and includes a set of statistical methods and decision models with hardware and software support that assist managers in data analysis and decision making. The main features of this system sant:

1. Interactive character; on the basis of simple instructions the manager receives the results immediately

2. Flexibility - the system sorts, gathers, processes the data in a variety of applications, depending on the needs of the user
3. open character - offers the possibility to extract and process information on specific issues
4. Easy learning and use.

In the field of marketing, the decision support system finds an extremely wide range of applications such as: market trend analysis, competitors' stock analysis, sales analysis and forecasting, advertising effectiveness assessment, cost analysis, pricing, profits, product line analysis.

A component of the marketing information system is the processing of data and its transformation into information useful for the preparation of the decision, which has the role of directing the technological process of information processing and its flow. The information base of the management process is all the better as data processing is done more in-depth, particular attention is paid to the selection of information in order to ensure the necessary correspondence between the actual information needs at each hierarchical level.

Missions and requirements of the information system

The international marketing information system aims to ensure the flow of information necessary for knowing the internal and international environment of the resources, possibilities, strengths and weaknesses of the company on the international markets, which is why it is indispensable in the decision making of the company. It contributes to the achievement of the objectives, , plans and marketing programs, providing the necessary information for their establishment, development, implementation and correction.

Analytically, its role consists in:

- Ensure the choice of the most efficient means of penetrating foreign markets.
- Allows the firm to identify and to know the resources, the untapped possibilities, the modification of the human, material and financial potential.
- maintains the market segments where the company offers products and services within acceptable limits.
- Allows to capture changes in potential for absorption, purchase, and investment.
- indicates opportunities to attract and conquer new market segments.

in the design of the marketing information system it must be assured a number of characteristics, such as:

- homogeneity - dimensioned at the level of national markets
- the unitary character-gathering information from all markets.
- Differentiation-allows for data collection with a different degree of purchase and complexity.
- selectivity - gathering important information for the company

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