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**TECHNICAL TEACHERS' TRAINING INSTITUTE, BHOPAL**

Workshop on

“Marketing of Educational Institutes, Programmes and Services”

# **MARKETING INFORMATION SYSTEMS AND MARKET RESEARCH**

## **MARKETING INFORMATION SYSTEMS**

Marketing Information Systems ensure collection of information necessary for marketing decision making on a continuous and regular basis.

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.

### **Developed from:**

- Internal Records
- Marketing Intelligence activities
- Marketing Research

### **Steps involved in Designing and Developing an MIS**

- ❖ Define information needs
- ❖ Classifying information appropriately and identifying whether it is for planning, or implementation or control purposes
- ❖ Evaluating the cost of collecting and processing the information and comparing the costs vs. benefits
- ❖ Identifying the sources of information

- ❖ Designing the mechanisms / procedures for gathering, processing, storing and retrieval of the information
- ❖ Deciding the frequency and timing of collection / supply of the information
- ❖ Processing, analyzing and interpreting the information and disseminating it to the right persons at the right time in the right capsule
- ❖ Monitoring, maintaining, reviewing and improving the system

### **Requirements That a Good MIS Should Fulfill**

- Must be a unified system
- Should be conceived and used as a marketing decision system
- Must be compatible with the culture and level of sophistication of the organization
- Must be user-oriented, user-friendly and should involve users
- Must involve the suppliers of the information
- Must be economical
- Must be capable of smoothly absorbing changes that become necessary
- Must be fast

## **INTERNAL RECORDS**

Internal company records can be used to prepare the following databases (list is not exhaustive)

- Applicant databases
- Student databases
- Employer or potential databases
- Resource persons databases
- Funding agencies databases

Databases can be used to collect demographic and psychographics data.

Two relevant concepts:

**Data warehouses** – setting up computerized storehouses of data

**Data Mining** – use of sophisticated statistical skills to “mine” the data and garner fresh insights

## MARKETING INTELLIGENCE SYSTEM

A marketing intelligence system is a set of procedures and sources used to obtain everyday information about developments in the marketing environment.

### Typical intelligence collecting methods:

- Reading books, newspapers, trade journals
- Talking to customers, suppliers and market intermediaries
- Meeting with other managers
- Ghost shoppers in one's own organization as well as in competition
- Looking up news stories about competitors on the internet
- Visiting trade fairs

## MARKETING RESEARCH

Marketing Research is defined as the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation or problem facing an organization.

Research is a one-time job while MIS is a continuous process.

Three major steps of the research process are planning, gathering data and interpreting data. Detailed process is given on next page.

### Typical research jobs

- Research on consumer
- Research on market / demand
- Research on product / brand
- Research on competition
- Research on distribution
- Research on price
- Research on advertising and promotion
- Research on sales methods

**Types of data** – Primary (gathered for the first time by the researcher), Secondary data is taken from secondary sources – internal as well as external.

Examples of internal secondary data sources: student records for past years

Examples of external secondary data sources: yellow pages of telephone directories, internet, Industrial Products Finder

**Research Approaches for Primary Data:**

- Observational research
- Focus-group research
- Survey research
- Behavioral data
- Experimental Research

**Sampling Plan**

Three key decisions needed:

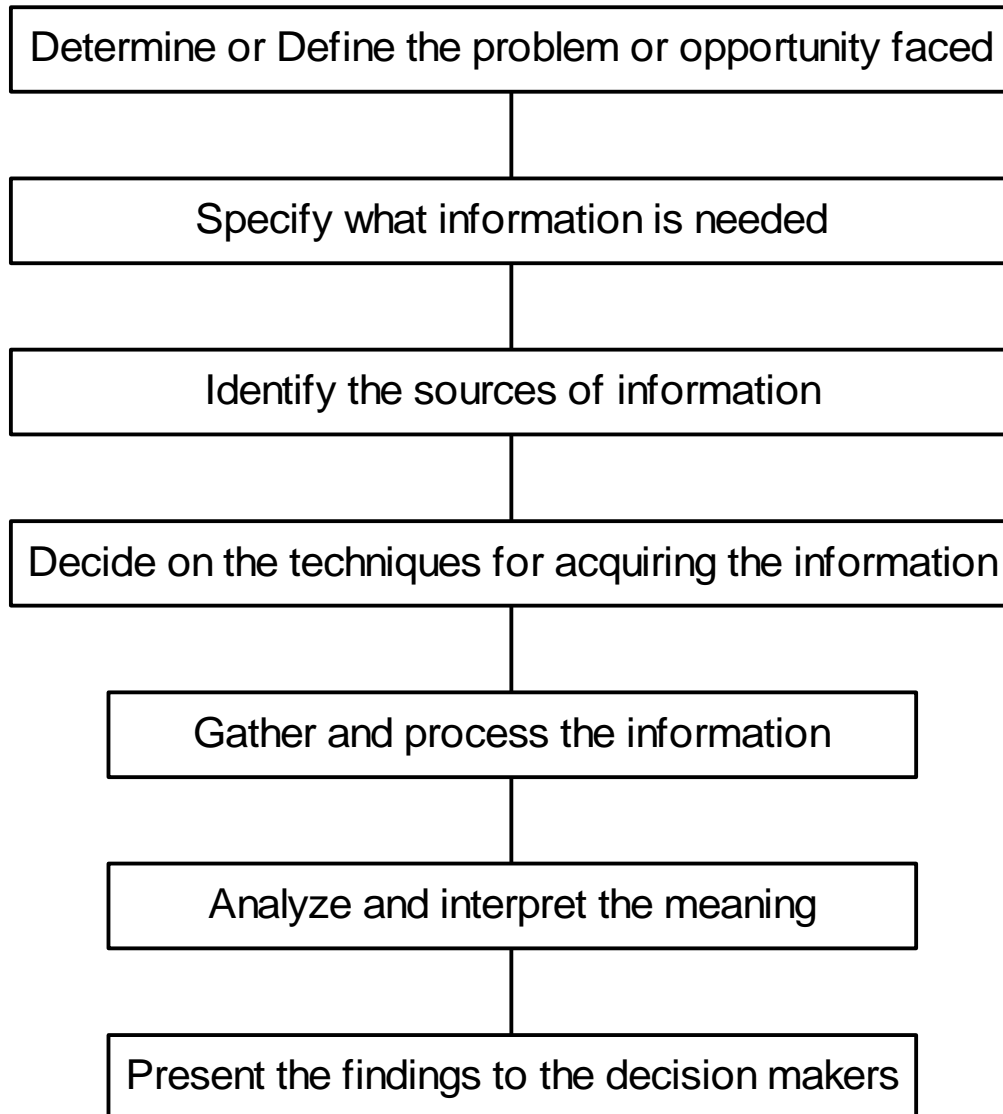
- a) Who is to be surveyed?
- b) How many people should be surveyed
- c) How should the respondents be chosen?

<b>Probability Sample</b>	
Simple random sample	Every member of the population has an equal chance of selection
Stratified random sample	The population is divided into mutually exclusive groups (such as age groups) and random samples are drawn from each group
Cluster (area) sample	The population is divided into mutually exclusive groups (such as city blocks) and the researcher draws a sample of the groups to interview
<b>Non-probability Sample</b>	
Convenience Sample	The researcher selects the most accessible population members
Judgement Sample	The researcher selects samples who are good prospects for accurate information
Quota Sample	The researcher finds and interviews a prescribed number of people in each of several categories

**Contact Methods**

Personal interviewing, Mail questionnaires, Online methods

**The Marketing Research Process**



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# CLASS ASSIGNMENT

(To be completed in two sessions)

Please divide the class into five-six groups of about 4 – 6 persons to each group. Assume that the group is planning to set up a new institute. Each group may select one of the following:

- Coaching institute for students preparing for IIT JEE
- Coaching students preparing for IAS examination
- Coaching institute for Common Admission Test of IIMs and other management institutes
- Coaching Institute for GRE and TOFEL examination
- Fashion Institute
- Acting Institute
- Karate and martial arts institute

Please discuss the marketing needs of the proposed institute (a) before the institute is set up and (b) one year after the institute is set up. How can the proposed institute gather the required information at both stages? Discuss in detail.

Each group may discuss for 45 minutes. Subsequently, each group will make a presentation to the class.

Discussion time	45 minutes
Presentation time	10 minutes for each group
Question time	10 minutes for each group