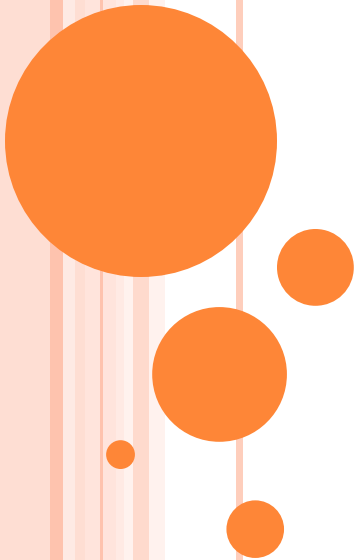**Marketing Management**

The Marketing Concept

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Marketing Information System (MIS)

Jobber (2007) defines it as a **"system in which marketing data is formally gathered, stored, analyzed and distributed to <u>managers</u> in accordance with their informational needs on a regular basis."**

Kotler, at al, (2006) "an overall Marketing Information System can be defined as **a set structure of procedures and methods for the regular, planned collection, analysis and presentation of information for use in making marketing decisions."**

Components of MIS

Internal Record

Marketing Intelligence System

Marketing Information System

Marketing Decision Support System

Marketing Research