NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2.03Notes Marketing information management**

* **Marketing Information -** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_sources or from marketing research
* **Facts -** something that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; reality; truth
* **Estimates -** an approximate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or careful \_\_\_\_\_\_\_\_\_\_\_\_\_\_ about the\_\_\_\_\_\_\_\_\_\_\_\_\_ of a product
* **Predictions -** a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of something to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Relationships –** What happens to \_\_\_\_\_\_\_\_\_\_\_\_, estimates or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How to use Marketing Information Management

* + determine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ determine products & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ determine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ implement/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of marketing plans
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ &\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ marketing\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ make \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about all marketing plans
	+ identify \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to determine what \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are occurring in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ determine means to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ from gaining \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from you
* Additional uses of MIM
	+ Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with your customer base
		- Attract & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by staying in touch with their ever-changing needs
	+ Togetherness
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, public and the marketer to provide better products and information to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your marketing efforts
	+ Marketing mix
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of marketing as a process for your product
	+ Competition
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

 sport marketers should ask?

* Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ our product?
* Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on the purchase?
* Who \_\_\_\_\_\_\_\_\_\_\_\_\_ our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products?
* What \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with ours?
* What products \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ours?
* What are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by consumers?
* When do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* Why \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* How do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ our product?

What you can learn from data

* General Market Data
	+ Size \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Purchase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Future \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Spectatorship or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Individual Consumer Data
	+ Names and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Frequency)
	+ Method of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Pattern of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sources of data

* Primary Sources
	+ Primary sources are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Examples:
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Newspaper articles
	+ Focus Groups
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Secondary Sources
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ after reviewing primary data
	+ Conclusions you make from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Examples:
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Summary
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sources of data

* Internal

Within organization info

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Records
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Records
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ within the organization (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
* External

 Outside organization info

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Public Libraries
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ types of data - Internal reports
* **Request and Complaint Reports -** A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of customers and the product(s) that they requested, along with records of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Lost Sales Reports –** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or refusals
* **Call Report -** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or contact with customers
* **Activity Report** - reports requiring salespeople to provide details (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) as a measure of their activity in a given sales period.

Types of data - External Reports

* All marketing information (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) must be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & accurate data collected in an organized & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ manner
* **Types**
	+ **Customer**
	+ **Marketing mix**
	+ **Business Environment**

Data - Customer Information

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ownership
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* How money is spent
* Attitudes
* Primary needs
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ purchases
* Purchase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ preferences
* Information needs
* Media preferences
* Shopping \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Expectations

Data - Marketing Mix (4 P’s)

**Product**

* Basic Product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Good or Service
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Price**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Market

**Place**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Selling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Promotion**

* Promotion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Promotion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Data - Business Environment

* Type of competition – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Competitors’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - visit them to gain data - use mystery shopper
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ conditions
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ policies
* New technology
* Consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_ issues
* \_\_\_\_\_\_\_\_\_\_\_\_ policies
* Proposed \_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ markets
* \_\_\_\_\_\_\_\_\_\_\_\_Management