

Design of a marketing information system

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. The article considers the creation of a marketing information system. When designing the information system for the sphere of surveys the key role is played by the development of an effective conceptual model. On the basis of the analysis of existing approaches to the design of information systems the author offers his own model of the design process of a marketing information system, which covers its entire life cycle. The attention is paid to the special role of the stages of the definition of information costs and evaluation of the effectiveness of information systems.

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Keywords

Analysis of information costs, Design of a marketing information system, Effectiveness of marketing information system, Marketing information system (MIS)