



## Table of Contents

### IN PRESS

**AGRICECON  
2014**

**AGRICECON  
2013**

**AGRICECON  
2012**

**AGRICECON  
2011**

**AGRICECON  
2010**

**AGRICECON  
2009**

**AGRICECON  
2008**

**AGRICECON  
2007**

**AGRICECON**

**2006**  
**AGRICECON**  
**2005**  
**AGRICECON**  
**2004**  
**AGRICECON**  
**2003**  
**AGRICECON**  
**2002**  
**AGRICECON**  
**Home**

---

**Editorial**  
**Board**

**For Authors**

- **Authors**  
**Declaration**
- **Instruction**  
**to Authors**
- **Guide for**  
**Authors**
- **Copyright**  
**Statement**
- **Submission**

**For**  
**Reviewers**

Guides for

· Reviewers  
Login

Subscription

# Agric. Econ. – Czech

**Dařena F.:**

## **Global architecture of marketing information systems – Scientific Information**

Agric. Econ. – Czech, 53 (2007): 432-440

The paper is focused on study of information systems that can be applied in the process of marketing planning. General terms from information systems theory are examined from marketing perspective, particular examples of marketing activities support are identified on the basis of literature review and

global structure of the Marketing Information System (MkIS) is proposed. The main subsystems of MkIS – internal reporting system, marketing intelligence system, marketing research system, and decision support system are discussed in higher level of detail. The main attention is paid not only to supported marketing processes but also to technologies that can be used in individual parts of MkIS. The result is the architecture that integrates isolated marketing applications into one comprehensible framework. This architecture also creates a framework for following research in the field of marketing activities support.

**Keywords:**

Marketing Information System, marketing research, marketing intelligence, decision support systems

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