

CFAMAR7

Develop and maintain a marketing information system



Overview

This standard is about developing and maintaining a marketing information system. It includes defining applications for the system, consulting users on the system requirements and developing a business case, maintaining the system's effectiveness and ensuring that it is integrated within wider organisational information systems. It is for marketing professionals who develop and maintain marketing information systems.

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Performance criteria

Develop a marketing information system

- You must be able to:*
- P1 identify the uses for the information system in line with marketing strategies and plans
 - P2 establish the appropriate applications and data components required within the information system
 - P3 consult users on the information system requirements
 - P4 develop a business case for the information system
 - P5 obtain agreement and support for the proposed information system from key stakeholders and decision-makers
 - P6 plan the development of the information system, specifying its functionality
 - P7 ensure the information system is fit for purpose
 - P8 ensure that the information system is fully integrated with other organisational information systems
 - P9 liaise with systems specialists, where, necessary, when developing the information system

Maintain a marketing information system

- You must be able to:*
- P10 store information on the information system, checking its quality, validity and reliability
 - P11 maintain the information stored in the information system, ensuring it is accurate and up to date
 - P12 monitor the use of the information system, seeking feedback from users
 - P13 evaluate the fitness for purpose of the information system, making recommendations for improvement

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Knowledge and understanding

You need to know and understand:

Develop a marketing information system

- K1 legal, regulatory and ethical requirements relating to the collection, storage and use of information
- K2 the potential applications of information systems
- K3 the data components that might be included within a marketing information system
- K4 the topics that should be covered within a business case
- K5 how to ensure full integration with other organisational information systems

Maintain a marketing information system

You need to know and understand:

- K6 how to check the quality, validity and reliability of information
- K7 the implications of retaining out of date information
- K8 reasons for ensuring the security of confidential data

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| Relevant occupations | 1132 Marketing & Sales Manager 3543 Marketing Associate |
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