

Information Management

PIM, CRM, Records Mgt.

Information Management

Overview: We will examine information management as a crucial aspect of running a business and marketing organization.

Objectives:

- Recognize a few common acronyms commonly used in business
- Describe CRM, PIM, and records management in general terms
- Contemplate your response to a hypothetical business situation

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a business person be concerned about information management?

Acquire knowledge of marketing information management (MKTC.24.01).

Thought starter

Using the chart shown, how much revenue from CRM software do you imagine was achieved in the year

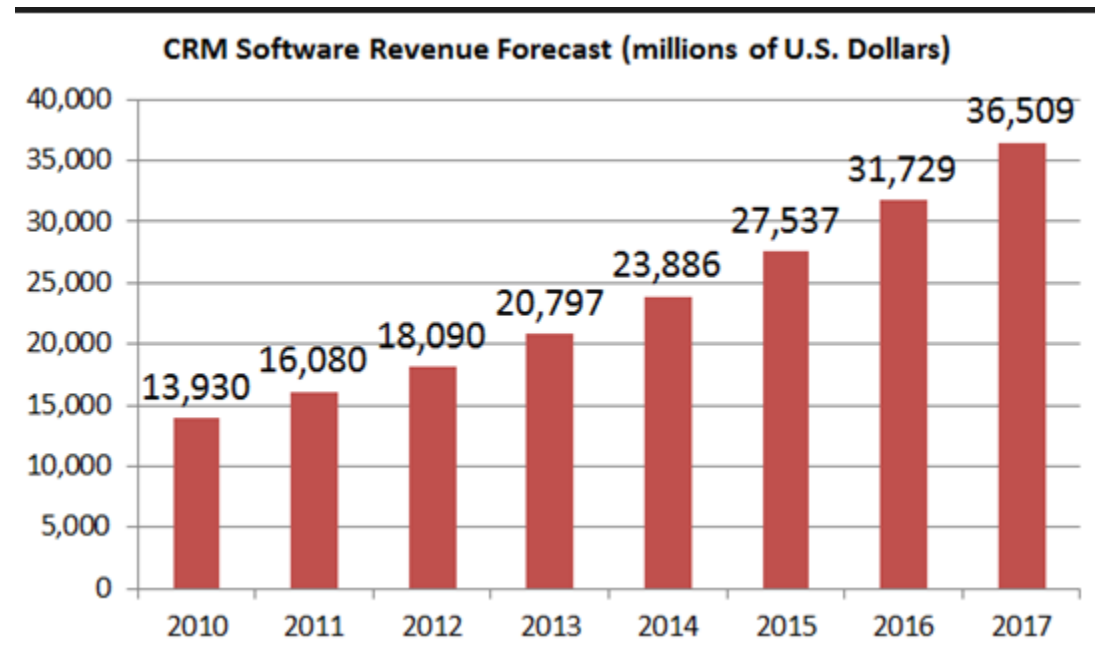
2000?

1990?

1980?

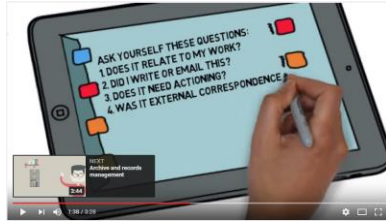
1970?

How did you derive those numbers?



Information Management

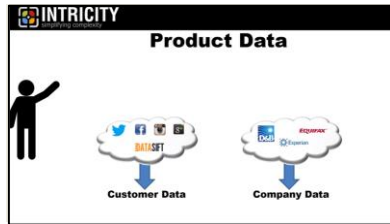
3:28



Introduction to Records Management

<https://youtu.be/rgoMVqGTZME>

5:18



What is PIM?

<https://youtu.be/pXEgX1rKXN4>

3:08



WHAT IS INFORMATION MANAGEMENT?

<https://youtu.be/E97Tm15CY4o>

Acquire knowledge of marketing information management (MKTC.24.01).

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Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

Acquire knowledge of marketing information management (MKTC.24.01).

Information Management

Assume your company has 20 sales people. Your company sells desks, chairs, and tables to a variety of other businesses and governmental organizations.

- Five of your sales people sell desks, tables and chairs to schools.
- Five sell tables and chairs to restaurants.
- The remaining ten sales people sell products to businesses that do not serve food and that are not schools.

A large order is received from a university's cafeteria to a new sales agent belonging to the third group of the sales team. The commission is 10% to the sales agent responsible for selling the order.

Q. Who should get the commission? How will you respond to this situation?