



IT6125 Decision Support Systems

Decision Support Systems in Marketing

Marketing and Decision Support Systems



- Market research tools
- Customer relationship management (CRM) software
- Predictive analytics
- Competitive analysis
- Marketing campaign analysis

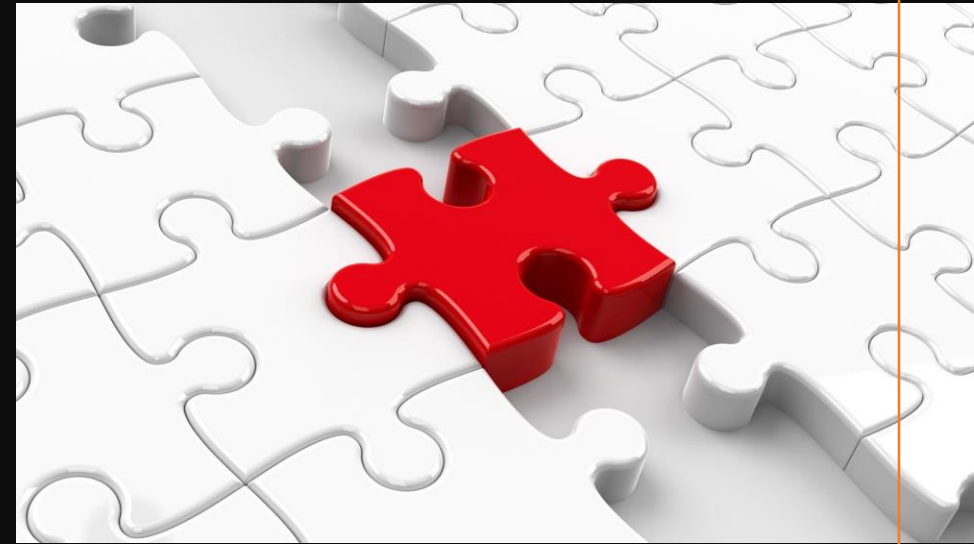
Applications of Decision Support Systems in Marketing

- Market Segmentation
- Product Positioning
- Pricing Strategies
- Promotional Strategies
- Sales Forecasting



Implementation of Decision Support Systems in Marketing

- Identify business needs
- Choose the right DSS
- Involve users in the design process
- Provide adequate training and support
- Ensure data quality
- Continuously monitor and evaluate



Benefits of Decision Support Systems in Marketing

- Improved Decision-Making
 - Increased Efficiency
 - Personalized Marketing
 - Competitive Advantage
 - Improved Customer Satisfaction
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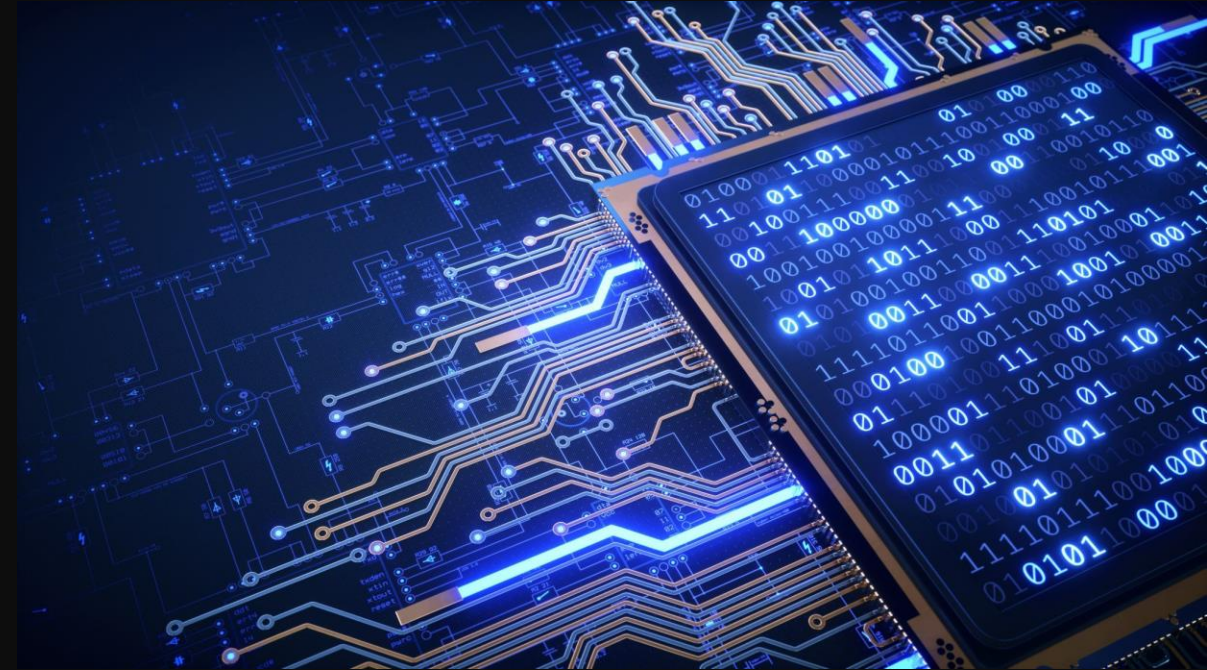
Challenges of Decision Support Systems in Marketing

- Data Quality
 - Data Integration
 - Cost
 - Resistance to Change
 - Ethical Considerations
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Future of Decision Support Systems in Marketing

- Advancements in Artificial Intelligence
- Increased Use of Predictive Analytics
- Integration with Internet of Things (IoT)
- Emphasis on Privacy and Data Security
- More Emphasis on Real-time Insights



Best Practices for Using Decision Support Systems in Marketing

- Clearly Define Objectives
 - Use High-Quality Data
 - Ensure Data Security
 - Use Appropriate Software
 - Train Employees
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CONCLUSION