



Marketing information system for organizations that manage projects

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In an organization, the areas of project management and marketing do not always complement each other for decision-making and this is why many fails. Variants need to be created so that this relationship is more common and allows information to be collected, classified, analyzed, valued and distributed efficiently and quickly for decision-making by senior management and other stakeholders. Face these challenges, together with the need to make profits; it forces these organizations to demand more and better information. Due to this, systems are required to manage and analyze information based on control of the stakeholder, the contracting, the negotiation, the costs and the time, among other elements. From this situation, a Marketing Information System is created to contribute to decision-making related to the negotiations and the contracting in organizations that manage projects. It is based on the model proposed by Kotler and takes into account the different organizational structures that an organization that manages projects can adopt. It has of inputs, processes and outputs based on the relationship between its components and subsystems to satisfy the information needs of the interested parties. It allows minimizing the uncertainty in the decision-making of the interested parties and provides tools for the generation of information products that contribute

to successful negotiations and contracting, as well as the fulfillment of the organization's strategic objectives.