

Marketing Essentials



Chapter 9

technology for marketing

Section 9.1 Computer Applications

Section 9.2 Technology and Marketing

Computer Applications



Before You Read

CONNECT How do you use computers to help with routine tasks?

OBJECTIVES

- **Identify** nine types of computer applications.
- **Explain** how computer applications are used in business and marketing.

THE MAIN IDEA

Careers in marketing require an understanding and skillful use of computers and several types of software.

VOCABULARY

- word-processing programs
- database programs
- accounting programs
- spreadsheet programs
- desktop publishing programs
- graphics and design programs
- presentation software
- home page
- hypertext markup language (HTML)
- communication programs
- Wi-Fi

Computer Applications

Graphic Organizer

Nine Types of Software

Types of Software	Uses
Word-Processing	
Database	
Accounting	
Spreadsheet	
Desktop Publishing	
Graphics and Design	
Presentation	
Web page Editor	
Communications	

Computer Applications

Graphic Organizer

Nine Types of Software

Types of Software	Uses
Word-Processing	Create and modify text documents
Database	Store and organize information
Accounting	Store and process financial records
Spreadsheet	Organize, calculate, analyze data
Desktop Publishing	Manipulate both text and graphics
Graphics and Design	Create and modify images
Presentation	Create slide shows, presentations
Web page Editor	Create Web pages
Communications	Communicate via computers

Types of Applications

Word-Processing Programs

- Microsoft Word®

- ▶ Write letters and memos.
- ▶ Produce research papers and reports.
- ▶ Develop business and marketing plans
- ▶ Write contracts.
- ▶ Take notes and record meeting minutes.
- ▶ Create announcements.
- ▶ Create product manuals.



word-processing program

An application that creates text documents that may contain a few graphics.

Types of Applications

Database Programs

- Filemaker Pro®
- Microsoft Access®
- 4D®



database program

An application that stores and organizes information, like a filing cabinet.

- ▶ Maintain customer lists for automated mass mailings.
- ▶ Keep information about guests and vendors.
- ▶ Catalog assets for insurance records.
- ▶ Manage time and billable hours.
- ▶ Catalog personnel records.
- ▶ Scan the Internet to find suppliers and customers.
- ▶ Track the searches and purchases of clients visiting Web sites.

Types of Applications

Accounting Programs

- Intuit QuickBooks®

▶ Enterprise Resource Planning (ERP)



accounting program

A program that can store and retrieve financial records and process all business transactions automatically.

Types of Applications

Spreadsheet Programs

- Microsoft Excel®



spreadsheet program

A computer program that organizes, calculates, and analyzes numerical data.

- Develop a budget.
- Analyze financial performance.
- Track loans or mortgages.
- Track stock and bond performance.
- Schedule projects
- Manage business assets.
- Produce profit and loss statements.
- Calculate and produce a payroll.
- Track client/customer responses.
- Build relationship marketing.
- Track sales service.

Types of Applications

Desktop Publishing Programs

- Adobe InDesign®
- QuarkXPress®

- ▶ Create layouts for newsletters, books, brochures, and advertisements.
- ▶ Create professional-looking forms.
- ▶ Create product materials.



desktop publishing program

A computer program that enables users to edit and manipulate both text and graphics in one document.

Types of Applications

Graphics and Design Programs

- Adobe Photoshop®
- Adobe Illustrator®
- CorelDRAW®
- Flash®

- ▶ Design marketing promotion materials.
- ▶ Create logos and letterheads.
- ▶ Illustrate floor plans.
- ▶ Create professional-looking illustrations and photographic prints.
- ▶ Create images for presentations or for Web pages and Internet ads.



graphics and design program

Software application for creating and modifying images.

Types of Applications

Presentation Software

- Microsoft PowerPoint®

- ▶ Prepare verbal and visual information for meetings.
- ▶ Present and discuss ideas interactively via the Internet with clients in other cities or countries.
- ▶ Create slideshows using pictures or Web pages.
- ▶ Add voice narration to accompany visual material.



presentation software

Computer software that produces slide shows or multimedia presentations.

Types of Applications

Web-Page Editors

- Macromedia Dreamweaver®
- Microsoft FrontPage®

- ▶ Web sites feature a home page.
- ▶ Web pages are created with hypertext markup language (HTML).



home page

The entry point for a Web site, giving general information to introduce the company, person, or product.



hypertext markup language (HTML)

The specific, detailed, and complicated code used to create a Web page.

Types of Applications

Communication Programs

- ▶ Broadband and Wireless (G3) Technology
 - Wi-Fi
- ▶ Videoconferencing
- ▶ Communication Programs
 - Microsoft Outlook®, Apple Mail®
 - AOL Messenger®
 - Apple iChat®, Skype®



communications program

A computer program that enables users to communicate with other users through their computers.



Wi-Fi

Wireless fidelity; the technology that creates a wireless Internet connection with radio frequencies.

Computer Applications



After You Read

Section 9.1

1. **Describe** how you would use graphics and design programs and presentation software to create information to share with customers.

Answers will vary depending on the information being shared. For example, if you wanted to present the features of a communications device, such as a cell phone, you could use a desktop publishing program to create a document that includes a photo of the phone and then use a graphics program to label its components. You could place text describing the phone's features at the bottom of the document. Presentation software could be used to present information in a variety of formats, including bulleted lists, demonstrations in the form of short video clips, and charts and graphs that visually explain numeric data.



After You Read

Section 9.1

2. **Suggest** reasons for the popularity of database programs in business settings.

A database program stores and organizes information. In a business that gathers a large amount of information, such a program greatly increases both the speed and accuracy of information retrieval. The software allows data to be retrieved according to a wide variety of criteria, which is extremely useful in analyzing sales trends, preparing targeted marketing campaigns, and so on.

Computer Applications



After You Read

Section 9.1

3. **Explain** what might happen to a business that does not use computer applications effectively.

The business might be using outdated, incomplete, and inaccurate information to make marketing decisions. It would not be able to keep up with other companies when servicing its customers. For example, its Web site might be poorly designed and not provide all the features customers expect when making buying decisions.

Technology and Marketing



Before You Read

CONNECT What everyday activities would you do differently if you could not use the Internet or computers?

OBJECTIVES

- **Describe** the computer software programs that are influencing and reshaping marketing.
- **Explain** how the Internet and the World Wide Web can increase business productivity.

THE MAIN IDEA

The Internet and technological innovations are providing businesses with new marketing opportunities to offer better service to customers.

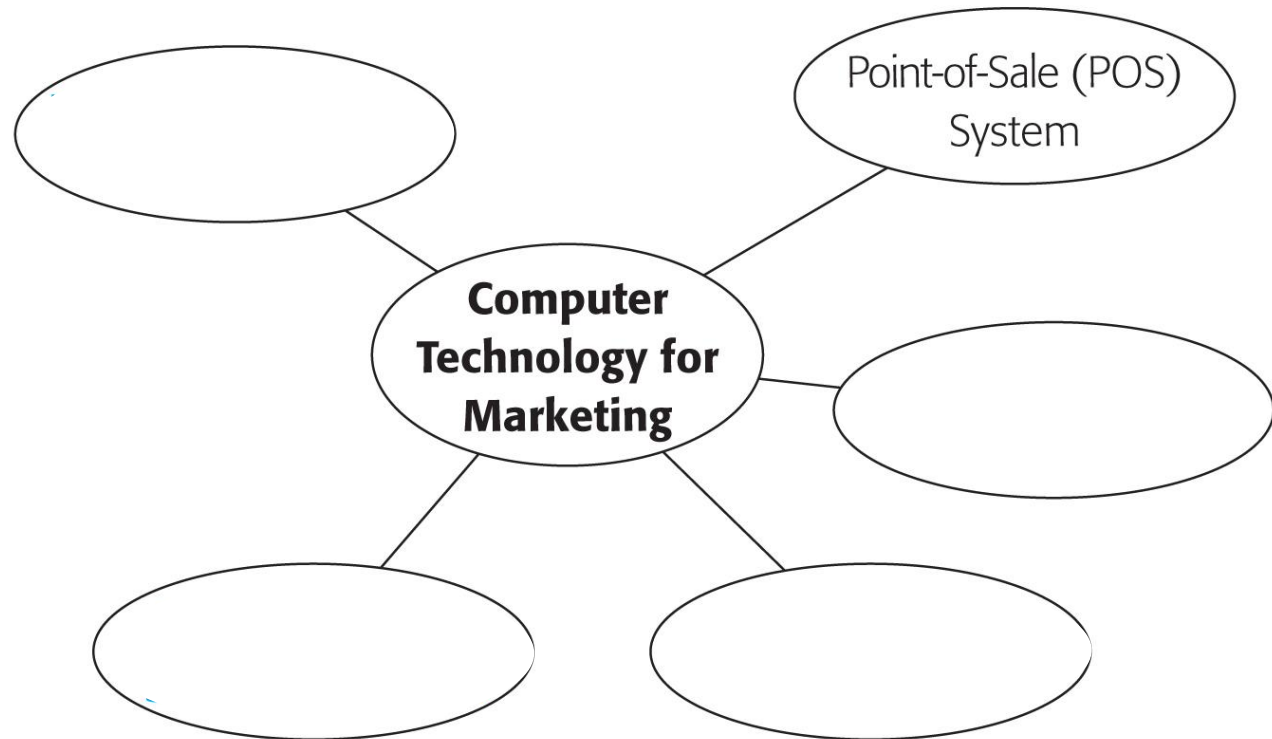
VOCABULARY

- Enterprise Resource Planning (ERP)
- World Wide Web
- Internet
- hypertext transfer protocol (HTTP)
- uniform resource locator (URL)
- firewall
- site map

Technology and Marketing

Graphic Organizer

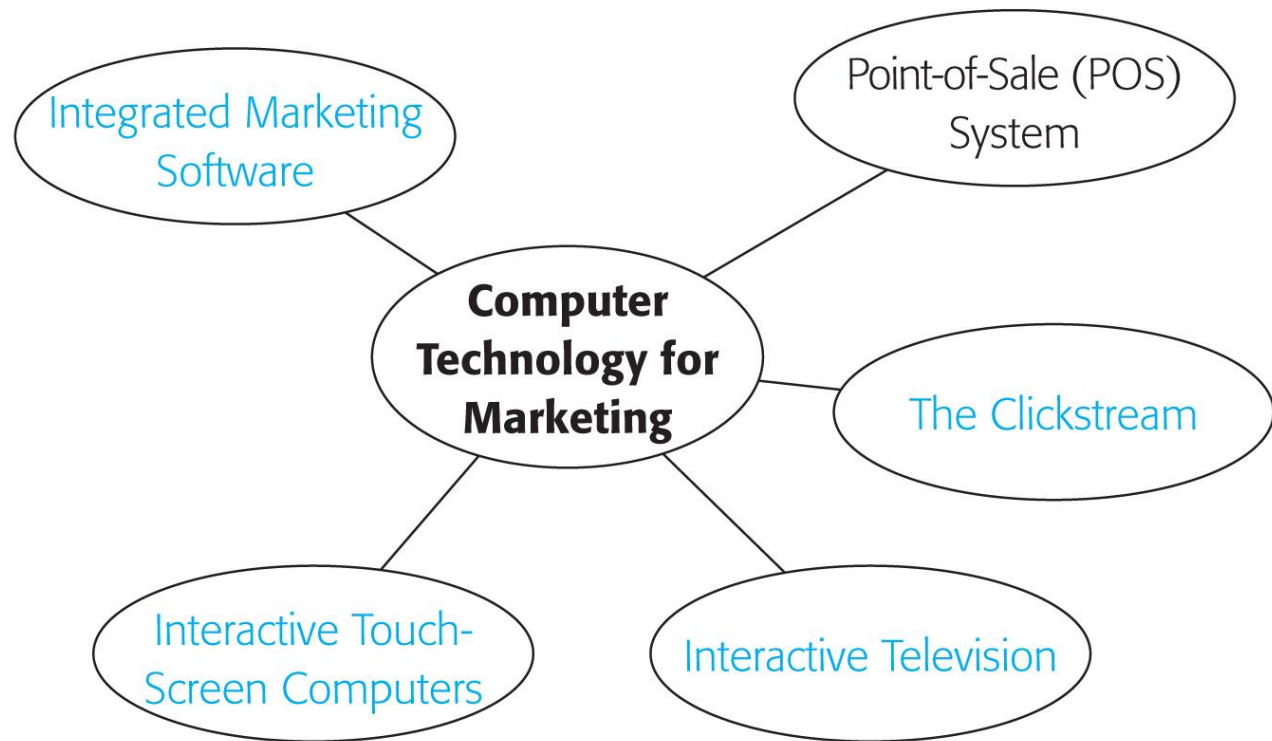
Types of Specialized Computer Technology



Technology and Marketing

Graphic Organizer

Types of Specialized Computer Technology



Technology for Marketing

Point-of-Sale
Systems
(POS)

Integrated
Marketing
Software

Interactive
Touch-Screen
Computers

Interactive
Television

The
Clickstream

▶ Enterprise resource
planning (ERP)



enterprise resource planning (ERP)

Software used to integrate all parts of a company's business management, including planning, manufacturing, sales, marketing, invoicing, payroll, inventory control, order tracking, customer service, finance, and human resources.

The World Wide Web

The World Wide Web and the Internet are two different things.



World Wide Web

A part of the Internet and a collection of interlinked electronic documents.



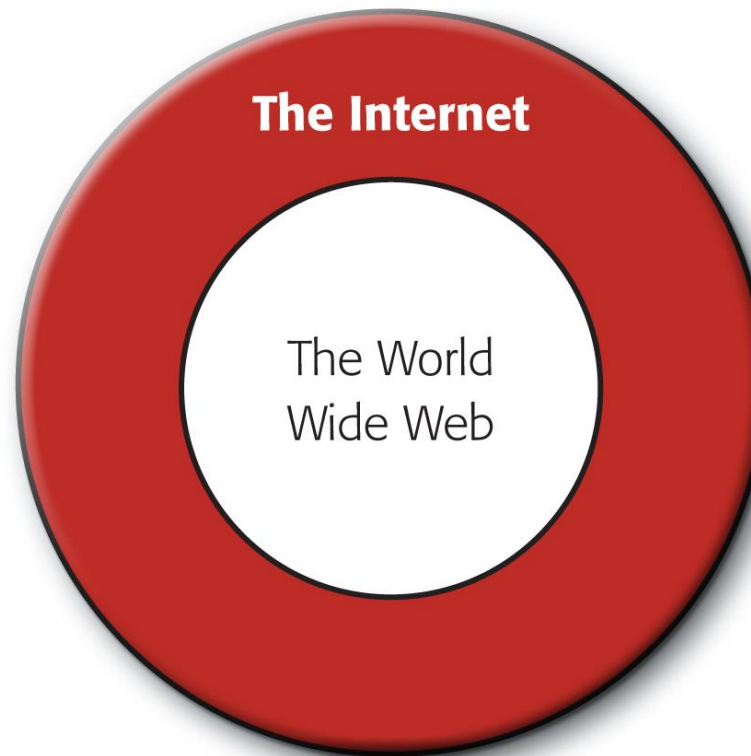
Internet

An electronic communications network that connects computer networks and organizational computer facilities around the world.

The World Wide Web

Graphic
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The Vastness of the Internet



The World Wide Web

Researcher Tim Berners Lee developed the hypertext transfer protocol (HTTP) and the uniform resources locator (URL)



hypertext transfer protocol (HTTP)

The technology that links documents together on the Web.



uniform resource locator (URL)

The protocol used to identify and locate Web pages on the Internet; Web address.

The World Wide Web

Two Popular Search Engines



Yahoo

Google

The World Wide Web

Two Misuses of E-Mail



Spam

Phishing

The World Wide Web

Intranet

A private, secure network, usually within a company or organization that contains proprietary data.

Extranet

Networks that enable customers to access data stored on an internal server.

The World Wide Web

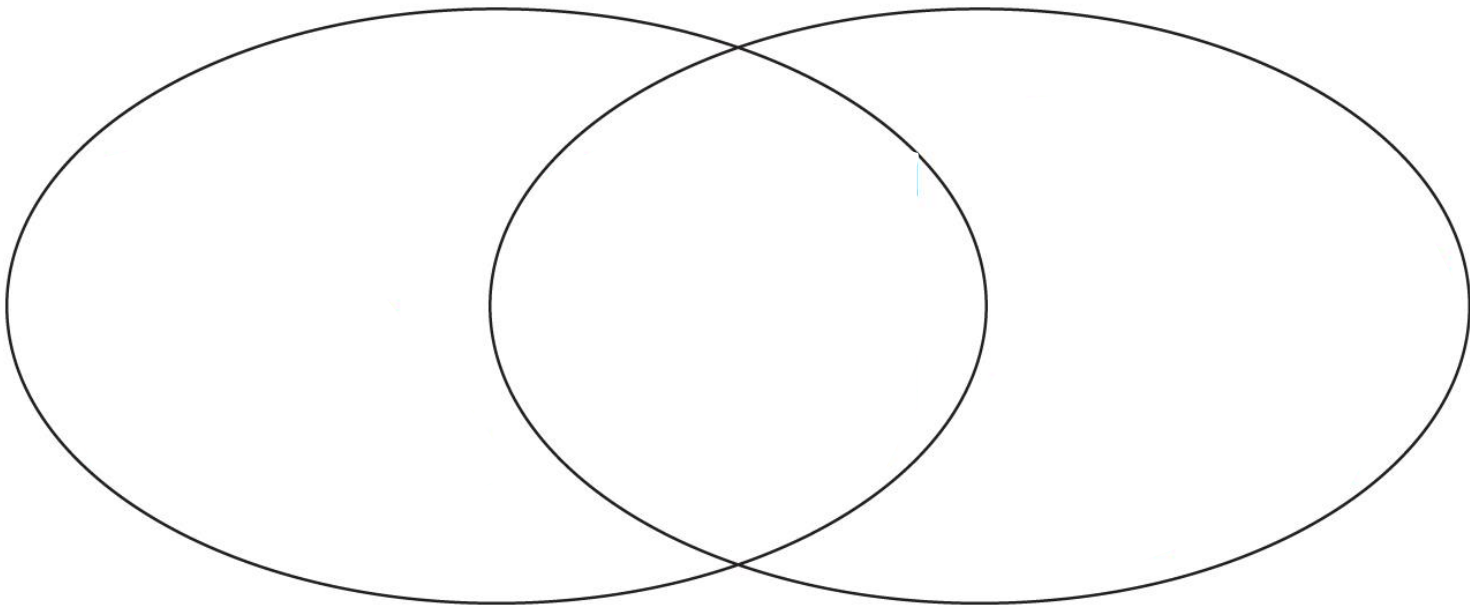
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Intranet and Internet

Intranet

Both

Internet



The World Wide Web

Graphic Organizer

Intranet and Internet

Intranet

- Contains proprietary company data
- Can only be accessed internally

Both

- Privately created
- Secure
- Created using same standards as the Internet

Internet

- Can be accessed by authorized outsiders, such as vendors
- Allows access to data on internal servers

The World Wide Web

What is a firewall?



firewall

A hardware and software checkpoint for all requests for or inputs of data, incoming and outgoing.

The World Wide Web

Costs of Web Site Development

Domain Name Registration

Development

Maintenance

Server Subscription

The World Wide Web

The concept of a site map is known as global navigation.



site map

An outline of what can be found on each page within a Web site.

The World Wide Web

E-Commerce

B2B

Business to Business

B2C

Business to Consumer

The World Wide Web

Graphic
Organizer

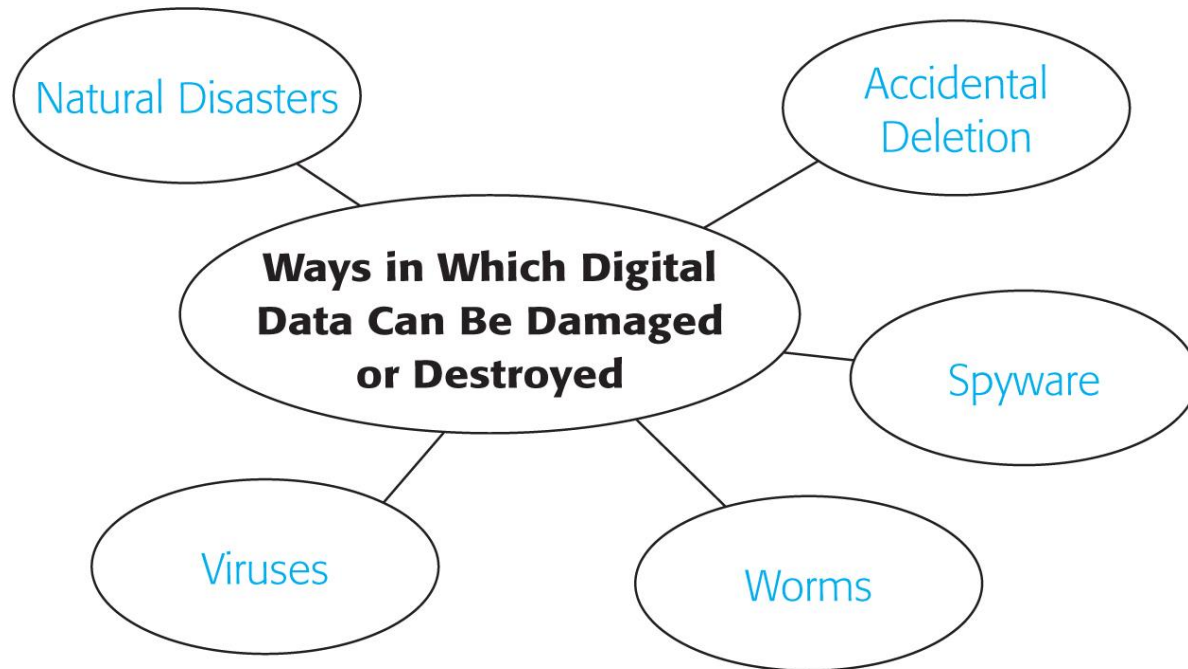
Intranet and Internet



The World Wide Web

Graphic
Organizer

Intranet and Internet



Online Learning

Many colleges and universities offer courses online that can lead to a two-year (AA) degree or a four- year degree (BA).

Technology and Marketing



After You Read

Section 9.2

1. **Describe** how specialized computer systems are used for marketing.

Point-of-sale systems perform the functions of cash registers in addition to performing other tasks, such as updating inventories. Integrated marketing software simplifies keeping track of customers' sales histories, customizing promotions, and allowing customers to place orders online. Interactive touch-screen computers are used in retail stores and stand-alone kiosks and allow customers to interact with the computer system by touching onscreen words or images. Interactive TV uses software, hardware, and satellite technology to allow the television to function as a computer. This capability can provide features such as allowing customers to use the TV's remote control to make shopping channel purchases.



After You Read

Section 9.2

2. **Distinguish** between uses of the Internet and uses of the World Wide Web.

The World Wide Web is part of the Internet. The Internet has additional components, such as e-mail, which allow companies to efficiently communicate with vendors and customers. The Web provides interactivity that allows customers to make online purchases and search for needed information. Web sites can integrate graphics and video to enhance the shopping experience. All of these capabilities make the Web ideal for e-commerce.

**After You Read****Section 9.2**

3. **Explain** why it is important for businesses to protect their data.

Data is one of the most valuable assets a company has. A loss of data can cause a business to fail because of loss of records such as customer files, past sales information, and employee data. Files must be protected against accidental corruption and malicious forces such as viruses and worms.

Marketing Essentials



End of **Chapter 9** technology for marketing

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