Chapter 9
Technology Applications for Marketing

- **Section 9.1 Computer Applications**
- **Section 9.2 Computer Technology and Marketing**

Computer Applications

Key Terms

word processing programs

database programs

spreadsheet programs

desktop publishing programs

graphics and design programs

presentation software

home page

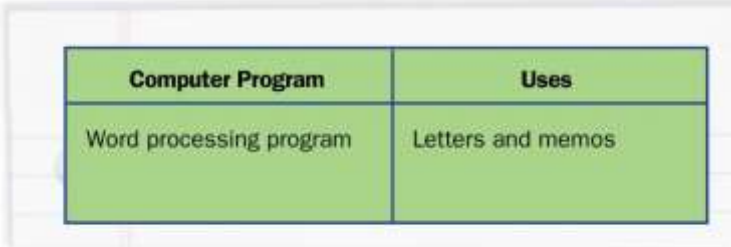**hypertext markup language (HTML)**

communications programs

Objectives

- Identify eight types of computer applications and explain how these are used in business and marketing

Computer Applications

Graphic Organizer

In a chart like this one, note the eight types of software discussed in this section.

Computer Program	Uses
Word processing program	Letters and memos

Types of Applications

There is a computer application for almost every purpose you can imagine. Software is constantly being written, tested, and marketed to meet every conceivable business need.

Word Processing Programs

word processing programs

Software applications designed to create documents that are primarily text but may contain a few graphics.

Word processing programs ◀ are software applications designed to create documents that are primarily text but that may contain graphics. Businesses use them to:

- Write letters, memos, research papers, and reports

- Develop business and marketing plans

- Write contracts and create announcements

Database Programs

database programs

Software applications that store and organize information.

Database programs ◀ are applications that allow users to store, sort, find, choose, and organize information. Companies use databases to:

- Maintain customer lists

- Catalog furniture and assets for insurance records

Database Programs

- Manage time and track billable hours

- Catalog personnel records

- Track the searches and purchases of clients visiting Web sites.

This ad is for a software solution that facilitates financial management for businesses.

Spreadsheet Programs

spreadsheet programs

Software applications used to organize, calculate, and analyze numerical data.

Spreadsheet programs ◀ are used to organize, calculate, and analyze numerical data. Businesses use them to:

- Develop budgets and track sales

- Analyze financial performance

- Track loans and manage assets

- Calculate and produce a payroll

Desktop Publishing Programs

desktop publishing programs

Software applications that are part word processor and part graphics application, and enables users to edit and manipulate both text and graphics in one document.

Desktop publishing programs ◀ illustrates both the computer's creative potential and its usefulness for business. Marketers use these programs to:

- Create layouts for newsletters, books, brochures, and advertisements

- Create professional-looking forms

Graphics and Design Programs

graphics and design programs

Software applications for creating and modifying images.

Graphics and design programs ◀ are software applications for creating and modifying images, including:

- Drawings

- Designs

- Photographs

Graphics and Design Programs

Graphics programs can be used by marketers and businesses to:

- Design promotion materials

- Create logos and letterheads

- Illustrate floor plans

- Create images for presentations

Presentation Software

presentation software

Software applications that produce slide shows or multimedia presentations.

Presentation software ◀ produces slide shows or multimedia presentations. These programs can:

- Prepare verbal and visual copy for meetings

- Present ideas interactively via the Internet

- Create slide shows using pictures or Web pages

- Add voice narration to visual material

Presentation Software

These programs help to vary the media utilized in a presentation, whether it be video or audio, and these presentations can be broadcast internationally via the Internet.

Web-Page Editors

home page

The main page of a Web site that clearly and quickly lets people know what site they are visiting.

Many businesses use Web sites to promote their companies and products and to stay connected to their customers. Web sites generally contain an initial **home page** ◀ which is the entry point for a Web site.

Web Page Editors

hypertext markup language (HTML)

A detailed code used to write Web pages.

In the past, Web pages were created using a complicated code called **hypertext markup language (HTML)** ◄, but today, special programs can create Web pages using word processors or publishing programs.

Communications Programs

communications programs 🔊

Software applications that enable users to electronically communicate through computers with people around the world.

Communications programs ◄ enable users to communicate with others around the world through their computers. The key to any communication software is connecting to some kind of network.

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Computer Technology and Marketing

Key Terms

enterprise resource planning (ERP)

Internet

Internet service providers (ISP)

Wi-Fi

World Wide Web

hypertext transfer protocol (HTTP)

uniform resource locator (URL)

firewall

site map

Objectives

- Describe the types of computer software that are influencing and reshaping the world of marketing

- Explain how the Internet and the World Wide Web can increase business productivity

Computer Technology and Marketing

Graphic Organizer

In a chart like this one, list the types of specialized computer technology marketers use.

Interactive Technology for Marketing

In addition to applications in Section 9.1, many other computer applications are shaping the way we conduct business, including:

- Point-of-sale systems

- Interactive touch-screen computers and TV

Point-of-Sale Systems

Point-of-sale systems consist of cash registers and peripherals like:

- Scanners
- Touch screens
- Checkout devices
- Printers

Integrated Marketing Software

Customer relationship management (CRM) is focused on:

- Capturing customer information

- Viewing sales histories

- Customizing promotions

- Track shipping and customer satisfaction

Integrated Marketing Software

enterprise resource planning (ERP)

Sophisticated software that integrates all parts of a company's business management.

Enterprise resource planning (ERP) ◄ software integrates all areas of a company's business management, such as:

- Planning

- Manufacturing

- Sales and payroll

Interactive Touch-Screen Computers

A touch screen is a computer display screen that responds to human touch. In retail marketing, there is a strong move toward the greater use of this kind of interactive technology.

Interactive TV

Interactive TV marries television with Internet-style interactivity. These systems include:

- Satellite dishes

- DVD players

- TV set-top boxes equipped with modems, hard drives, and software

Internet Connectivity

Internet

A worldwide network of computer networks, allowing a free flow of information.

Internet service providers (ISPs)

Companies that provide Internet access for businesses, organizations, and individuals.

The **Internet** ◀ is a network of networks that allows information to flow freely. **Internet service providers (ISP)** ◀ are companies that provide Internet access for businesses, organizations, and individuals.

Internet Connectivity

Wi-Fi

Technology that establishes a wireless fidelity Internet connection using radio frequencies.

Wi-Fi ◀ is the term for technology that establishes a wireless Internet connection using radio frequencies.

The World Wide Web

World Wide Web
A subset of the Internet that is a collection of interlinked electronic documents.

hypertext transfer protocol (HTTP)
The global computer protocol used to identify and locate Web pages on the Internet.

uniform resource locator (URL)
The address of a file that is available on the Internet, usually on the World Wide Web.

The **World Wide Web** ◄ is a subset of the Internet and is a collection of interlinked electronic documents. **Hypertext transfer protocol (HTTP)** ◄ links documents together. The **uniform resource locator (URL)** ◄ is used to identify and locate Web pages on the internet.

Search Engines

Search engines help Internet users find what they are looking for. They return results that relate to a user's search terms. They are also designed to make money for the company.

Two of the most popular search engines are Google and Yahoo.

Electronic Mail

The popularity of e-mail is attributable to its instant delivery and to the fact that the sender and receiver do not have to be available at the same time.

Protecting Digital Data

Digital data are not always safe, so it is wise to create backup files. The longest lasting media for backup files are CDs and DVDs. Computers are also vulnerable to:

- Viruses and worms

- Spyware and spam

Group Communication

A discussion group is a collective of online users who post messages to each other. People often use a listserv, which is an automatic e-mailing list, to send messages. Other people will post messages on online bulletin boards.

Web-Site Development

site map

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

Web-site development costs include:

- Domain name and registration

- Development and maintenance

- Subscription to a server

A **site map** ◄ outlines what can be found on each page within the Web site.

E-Commerce

E-commerce is the process of conducting business transactions on the Internet. It is simpler, faster, and cheaper than conventional means.

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FOCUS on KEY POINTS

Section 9.1

- Computer software applications satisfy business needs for communication, accounting and record keeping, publishing, and graphic design.

FOCUS on KEY POINTS

Section 9.2

- Computer technologies developed especially for marketing fulfill needs in the areas of point-of-sale systems, integrated marketing programs, interactive touch-screen computers, interactive TV, and the Internet.

THE DECA CONNECTION

This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain the nature of the Internet.

- Create and post basic Web page.

- Describe tools used in Web-site creation.

- Explain the impact of the Internet on marketing.

- Make oral presentations.

CHAPTER 9 REVIEW

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