Chapter 9
Technology Applications for Marketing

• Section 9.1 Computer Applications
• Section 9.2 Computer Technology and Marketing
Computer Applications

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.

<table>
<thead>
<tr>
<th>Computer Program</th>
<th>Uses</th>
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</thead>
<tbody>
<tr>
<td>Word processing program</td>
<td>Letters and memos</td>
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</tbody>
</table>
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** 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

Marketing Essentials Chapter 9, Section 9.1
Database Programs

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 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** illustrate 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

*desktop publishing programs*are 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.
Graphics and Design Programs

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** 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

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

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 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.
Computer Technology and Marketing

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

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
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) 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 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 (ISPs) are companies that provide Internet access for businesses, organizations, and individuals.
Internet Connectivity

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

*Marketing Essentials Chapter 9, Section 9.2*
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

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.
Section 9.1

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