

## Chapter 9 Technology for Marketing

### Section 9.2 Technology and Marketing

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

Technology for Marketing

Point-of-Sale Systems

Integrated Marketing Software

Enterprise Resource Planning (ERP)

Interactive Touch-Screen Computers

Interactive Television

The Clickstream

The World Wide Web

Search Engines

Electronic Mail

Intranets and Extranets

Web-Site Development

E-Commerce

Protecting Digital Data

Online Learning

##### Content Vocabulary

**Enterprise Resource Planning (ERP)** Protects human health and our environment. Its responsibilities include monitoring and reducing air and water pollution and overseeing recycling and hazardous waste disposal. (p. 142)

**Internet** An electronic communications network that connects computer networks and organizational computer facilities around the world. (p. 222)

**World Wide Web** A part of the Internet and a collection of interlinked electronic documents. (p. 222)

**hypertext transfer protocol (HTTP)** The technology that links documents together on the Web. (p. 222)

**uniform resource locator (URL)** The protocol used to identify and locate Web pages on the Internet; Web address. (p. 222)

**firewall** A hardware and software checkpoint for all requests for or inputs of data, incoming and outgoing. (p. 223)

**site map** An outline of what can be found on each page within a Web site. (p. 224)

##### Academic Vocabulary

**consist** Be composed or made up of. (p. 219)

**link** An instruction that connects one part of a program or an element on a list to another program or list. (p. 222)