

Marketing & Information Technology

Directions:

1. Using all available resources, research and define information technology and list at least three examples of information technology
2. Research ways information technology is used currently in marketing areas and include:
 - How information technology is identified today compared to how it was identified 50 years ago
 - Whether or not information technology is beneficial to customers and business
3. Identify current trends which heavily utilized information technology and include:
 - Name of product
 - Targeted audience
 - How the company utilizes information technology
 - How information technology reaches the target audience
4. Once all research is complete, create a website, brochure or a Microsoft® PowerPoint® presentation displaying the information you have gathered.
5. Be sure to include a section or slide for all resources used to obtain information.