
Chapter 9 Technology for Marketing

Section 9.1 Computer Application

Section Outline with Content and Academic Vocabulary

Section Outline

Types of Applications

- Word-Processing Programs

- Database Programs

- Accounting Programs

- Spreadsheet Programs

- Desktop Publishing Programs

- Graphics and Design Programs

- Presentation Software

- Web-Page Editors

- Communications Programs

 - Broadband and Wireless (G3) Technology

 - Videoconferencing

 - Communications Programs

Chapter 9 Technology for Marketing

Section 9.1 Computer Application

Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

word-processing program An application that creates text documents that may contain a few graphics. (p. 213)

database program An application that stores and organizes information, like a filing cabinet. (p. 213)

accounting program A program that can store and retrieve financial records and process all business transactions automatically. (p. 214)

spreadsheet program A computer program that organizes, calculates, and analyzes numerical data. (p. 214)

desktop publishing program A computer program that enables users to edit and manipulate both text and graphics in one document. (p. 215)

graphics and design program Software application for creating and modifying images. (p. 215)

presentation software Computer software that produces slide shows or multimedia presentations. (p. 215)

home page The entry point for a Web site, giving general information to introduce the company, person, or product. (p. 216)

hypertext markup language (HTML) The specific, detailed, and complicated code used to create a Web page. (p. 216)

communication program A computer program that enables users to communicate with other users through their computers. (p. 216)

Wi-Fi Wireless fidelity; the technology that creates a wireless Internet connection with radio frequencies. (p. 217)

Academic Vocabulary

analyze Consider in detail in order to discover essential features or meaning. (p. 214)

edit Prepare for publication or presentation by correcting, revising, or adapting. (p. 215)