ICT AND MARKETING - EXAMINATION QUESTION

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On behalf of The World Association of Technology Teachers

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Modern marketing techniques often rely on Information Communication Technology (ICT). With reference to a specific industry, explain the role played by ICT in the marketing of its products.

You may wish to include some of the following areas:

- The Internet
- The role of websites
- Presentation Software
- Tele-marketing
- Reporting and Analysis
- Direct Mailing
- Questionnaires and Surveys
- Translation Software