THE INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AS A MARKETING TOOL AT THE TELEKOM TRAINING COLLEGE SARAWAK

PATRICIA ROBERT TASSER

2000348856

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY

APRIL 2003

TABLES OF CONTENTS   PAGE

ABSTRACT:

The modern and developing life in the new century has brought to the rapprochement of sciences and technology nowadays. People more sophisticated and high demand through the latest and high-tech equipment in order to make their life full of satisfaction. In actual, this phenomenon has drastically influence business today. This is why the new approach of sciences and technology promising high return of income and profit and high quality of product, services and valuable information's.

ICT or known as Information and Communication technology is an example of updated technology equipment widely use in business. Telekom Training College is the companies that practicing this types of technology to achieve their mission and target through ISO 9000. TTC is dealing on education and training in Kuching area. Besides that, they also do marketing job especially in promoting their facilities in Telekom Training College Jalan Semariang.

In fact, Information and Communication Technology (ICT) can find most in software programs that cater much information, which may help to generate any types of information valuable to the company itself. The company must consider any incoming implication to ensure that they have chosen Information and Communication Technology (ICT) appliances as the correct choice and consequently not defeat all mission.

1.0 INTRODUCTION:

1.1 Background of Study

It is important to clarify what is meant by the Information and computer technology terms.

According to Wajcman, 'technology' has at least three different layers of meaning (p. 14). First, 'technology' refers to what people know including the expertise to use technology, repair it, design it and make it. Second, 'technology' refers to the human activities and practices of technology such as steel making and computer programming. Finally, 'technology' refers to the hardware or the sets of physical objects such as computers or cars.

Swasti Mitter differentiates 'information technology' as a group of technologies that process rather than merely store or transmit information (p. 3). At the core of information, technology is computers and software.

IT (information technology) is a term that encompasses all forms of technology used to create, store, exchange, and use information in its various forms (business data, voice conversations, still images, motion pictures, multimedia presentations, and other forms, including those not yet conceived). It's a convenient term for including both telephony and computer technology in the same word. The technology is driving what has often been called "the information revolution

2.0 LITERATURE REVIEW:

2.1 Marketing Defined

Marketing can be defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, good services to create exchanges that satisfy individual and organizational goals. (American Marketing Association)

For a managerial definition, marketing has been described as the 'art of selling product. The aim of marketing is to know and understand customer as well that the products and services fit him and sell itself. (Peter Ducker)

According to Philip Kotler in the book of Marketing Management has defined the marketing as a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.