

Review on Reflecting Information and Communication Technology in Marketing Practices

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Abstract: *Global company operations have undergone a fundamental change as a result of information and communication technology (ICT). The introduction of ICT may have had the most impact on marketing of all organisational roles, as the variety of digital media available offers a myriad of new ways in which goods and services could be sold. Although ICT deployment has been given more attention during the 1990s, marketers have had trouble completely embracing the integration of ICT in marketing. In light of this, the purpose of this inquiry was to determine how widely ICT in marketing is used by marketers and how much ICT in marketing is taught to tertiary-level marketing students. The results demonstrate that marketers are in a phase of transition where ICT in marketing is being employed more frequently in conjunction with conventional marketing techniques. It also emphasises the necessity for marketing students to have more specialised exposure to ICT as part of their curriculum*

Keywords: marketers, students of marketing, information and communication technology (ICT) in marketing