

The Importance and Place of Information Technology in the Changing Marketing Concept

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Abstract: *Today, information is a strategic competitive tool for marketing and management, thus marketing decisions should be supported from various sources provided accurate, current and reliable information. Many concepts such as definition, scope and role of marketing have been changed in this transitional process. These developments, consisting of complex and closely related processes have exposed the necessity that societies should live on by thinking of global world. Although the literature covers a short period of practice, with a history dating back to the history of mankind has comprise the process of marketing disciplines examining the theoretical foundations of information technology is shaped by the changing role of marketing helps us to understand. Nowadays, the internet that is one of the major information technology tools use in the field of change, distribution and communication has radically affect all of the marketing mix variables. This change was needed to see such a study.*

The aim of this article which based on literature research is to put forth a new marketing perspective that shaped with information technologies in the context of innovations that constituted in marketing activities and function of information technologies. For this purpose the research literature were examined in depth, and we have tried to explain information technology under the new marketing perspective. After brief summary the study will examined within, the definition of globalization and development of information and communication technologies and the spread of the internet. Then the changing role of marketing by establishing parallel connections with developments in information and communication technologies defined in detail. At the conclusion part the role and importance of information technology in changing marketing approach evaluated.

Keywords: *Globalization, Internet, Marketing History, Marketing Thought, Information Technologies.*