# Communications Unit 8

# Let’s discuss!

01 How many ways can businesses communicate with each other?

02 What are the benefits of different kinds of electronic communication?

- **Key Terms**
- **Barcode –** is an arrangement of lines and spaces that represent data
- ***Example:*** *Barcode is a printed series of parallel bars or lines of varying width that is used for entering data into a computer system.*

**Attachment –** is a file sent as part of an email

***Example:*** *File attachments can come in any form, such as images, documents, or programs. A paper clip image often symbolize the presence of attachments in messages.*

**EPC –** (Electronic Product Code) is a number used to identify specific individual items

***Example:*** *Unlike UPC barcodes, which do not have serial numbers, the EPC enables tracking of each physical item for everything we can conceivably ever make. A 96-bit EPC can uniquely identify 16 million products in each of 268 million companies, and each product can have 68 billion serial numbers.*

**UPC –** (Universal Product Code) is a 12-digit number used to identify consumer items

***Example:*** *The Universal Product Code (UPC or UPC code) is a barcode symbology that is used worldwide for tracking trade items in stores.*

**Data plan –** is a contract from a cell phone service provider that states what online services are available on a cell phone and how much that transfer of data will cost

***Example:*** *A monthly subscription to a service that delivers database content, real-time data, news or other information. It may be an unlimited-use plan or based on the actual amount of data transferred.*

**PDA –** A personal digital assistant is a small, mobile, handheld device that provides computing and information storage and retrieval capabilities for personal or business use, often for keeping schedules, calendars and address book information handy

***Example:*** *Most PDAs had a small physical keyboard, and some had an electronically sensitive pad which could process handwriting.*

# Activity: Fill in the blanks with the correct words from the word bank.

barcode  data plan  email  smartphones

1. All of Joe's contacts are saved on his _____.
2. To track the package you must scan its _____.
3. A (n) _____ allows users to browse the Internet on smartphones.
4. Please send a(n) _____ with the receipt attached.

| Instant messaging | attachment | spam | smart phone | UPC | EPC | scan | text |
|---|---|---|---|---|---|---|---|

A. to send a message from a cell phone _____
B. a real-time text conversation _____
C. a code that identifies individual items _____
D. a code that identifies types of items _____
E. to read a barcode _____
F. a device that can call, text and access the Internet _____
G. unwanted email _____
H. a file sent with an email _____

# Watch a video and answer the questions



**1.** Mobile devices are becoming a lot easier to manipulate, allowing fast and instantaneous communication. **True** **False**

**2.** In the past, text messages dictated cellular phone use. **True** **False**

**3.** Only teenagers send text messages, adults have no use for it. **True** **False**

**4.** A recent study showed that the abbreviated sentences in texts are a regression of language. **True** **False**

**5.** In a standard phone you have about 340 characters for each text message. **True** **False**

**6.** Even in their abbreviated form, texts still allow people to catch the exact meaning. **True** **False**

# 9 Entertainment and Social Networking

To: **Employees at Galaxy Advertising**
Subject: **Gaming/Social Networking Markets**

**Gaming** and **social networking** sites offer exciting markets for advertising the new line of Centro computers. Their popularity ensures that many people will view the ads. When people talk together online, we want them to see and discuss the new Centro.

A **social networking** site lets us create a **profile** and **handle** related to the new computer. We will update people about it in **posts** that appear in our news **feed**. We could also have a **link** to a **blog** with information about the Centro. People will be able to discuss the computer in a **forum** that we set up.

**Gaming** sites are another market we should use. Most **Massively multiplayer online role-playing games (MMORPG)** feature **virtual worlds**. These worlds allow us to create billboards that advertise our new computers. We can also create **avatars** relating to the Centro that people can interact with.

These sites present unique opportunities for marketing. Please take advantage of them when advertising the new Centro computers.



# Read the text and mark the statement as T or F

**1.** Updates will appear in posts on the news feed. **True** **False**

**2.** Billboards in a virtual world can feature ads. **True** **False**

**3.** The firm created a link to a gaming site with product information. **True** **False**

**Listen to a conversation between two employees at Galaxy Advertising. Mark the following statements as *True* or *False*.**

| | |
|---|---|
| **1** Angela plans to advertise the computer on a gaming site. | **TrueFalse** |
| **2** Angela put up a post informing customers of new software. | **TrueFalse** |
| **3** There have been no customer complaints on the forum. | **TrueFalse** |



# Listen again and complete the conversation.

**Employee 1:** Hey, Angela. How's the Centro computer campaign coming along?

**Employee 2:** Great. We're focusing on advertising on a social networking site.

**Employee 1:** What have you done?

**Employee 2:** Well, we created a profile and handle related to the Centro.

**Employee 1: 1)** _____ _____ the profile?

**Employee 2:** There's a brief description of the computer and its features. And we'll be **2)** _____ _____ regular posts on a **3)** _____ _____ .

**Employee 1:** What are the posts for?

**Employee 2:** They update customers on the latest Centro news. **4)** _____ _____ , this post informs customers of new software that's available for the computer.

**Employee 1:** Great! Anything else?

**Employee 2:** We've got a **5)** _____ for people to discuss the Centro.

**Employee 1:** What's the feedback from customers been like?

**Employee 2:** There have been several **6)** _____ about the price. But overall the responses are very positive.

# Speaking

**Scenario 1: Tracking an International Order**
**Scenario 2: Resolving a Delivery Issue**
**Scenario 3: Verifying Delivery Confirmation**
**Scenario 4: Requesting Delivery Update**

# Home assignment
# Create Two Dialogues

## Dialogue 1: Checking Shipment Status

**Scenario: A customer wants to know the current status of their shipment and whether it has been delayed. They also want to make sure they have the correct tracking number.**

**Asking for and providing the status of the shipment.**
**Using tracking numbers, EPC, and UPC terms.**
**Handling any issues such as delays.**

**Dialogue 2: Handling Suspicious Communication**

**Scenario: A customer receives an email with an attachment that seems suspicious and wants to verify its authenticity. They also received an instant message about their shipment and want to know if it's legitimate.**

**Advising on handling suspicious emails and attachments**
**Discussing the legitimacy of instant messages.**
**Providing guidance on how to get reliable information.**

# Jeopardy Game!

# THANKS

Do you have any questions?

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