**E-Marketing**

**Independent Practice Assignments**

* **Target Market Comparison Chart Assignment #1** – Students will create a chart, either on the computer, poster board, or flip chart paper, that identifies the following types of customers as well as two web sites that are marketing their products or services to those particular customers: 1) new parents, 2) teenagers, 3) musicians, 4) other businesses, and 5) travelers. The chart should include the name and URL of each site and a product or service that each site sells.
* **E-Commerce Marketing Plan Assignment #2** – The student will create a marketing plan for a product or service of their choosing which is to include two pieces each of offline and online marketing documents.
* **Marketing Venn Diagram Assignment #3** – Students are to create a three circle Venn diagram, either on the computer, poster board, or flipchart paper comparing and contrasting the characteristics of e-marketing and traditional marketing. This can provide a starting point for students: while types of online and offline marketing may be in separate circles, the ways markets can be identified can be in the overlapping section. Students can include the topics they choose to be in each of the circles, but they need to make sure they do have overlapping characteristics in the center.