

Name _____ Date _____

Marketing Essentials
Chapter 10 Interpersonal Skills

eMarketing Worksheet Activity: Weblog (blog)

Directions Conduct research on free Web site blogs. Watch a tutorial or read the steps involved in creating your own Web site blog.

1. Name two companies that offer free Web site hosting.

2. Decide on a theme for your blog. You may want to consider a blog topic such as “My family,” “Fashion Tips,” “DECA Chapter,” or “My Vacation.” You also may consider creating a blog for a local business, such as “Mario’s Pizza Place,” or “Lynn’s Designs.” Provide rationale for the theme selected. Remember that blogging is best when topics are timely and relevant to members of the blogosphere.

3. If permitted, create a blog for this assignment on a free hosting service. If not permitted, make believe you created a blog. Write comments each day for five days on the blog site. After day one, you will respond to comments posted by other students on your blog (see #4) and/or create new information for your blog. All comments will be evaluated on the basis of being timely, relevant, and appropriate; as well as for grammar and spelling. When writing a response to a comment posted by a member of your blogosphere, you will be evaluated on the basis of tact, empathy, and self-control; as well as any other interpersonal skills germane to the comments posted. Note: only your teacher and classmates are permitted to be part of your blog for this assignment.

4. As a member of someone else’s blogosphere, write comments on the blogger’s Web site that are appropriate for this assignment and demonstrate tact, sincerity, and diplomacy; as well as proper grammar and spelling.
