

Name _____ Date _____

Marketing Essentials
Chapter 12 Preparing for the Sale

eMarketing Worksheet Activity: High Capacity Color Barcode

Directions Microsoft developed the High Capacity Color Barcode (HCCB) which is an identification device with embedded detailed product information, as well as the ability for customers to interact with it. HCCBs look like colored triangles arranged on a grid. Follow the instructions below to complete this three-part worksheet.

A. Conduct Research Use the Internet to conduct research on High Capacity Color Bar Codes.

1. What is Microsoft's name for its High Capacity Color Barcode?

2. Where can you find HCCBs?

3. Conduct a scavenger hunt to find examples of HCCBs. If you find an HCCB try it out and share your findings and experience with classmates in an oral report. Write notes for your report below.

B. Brainstorm Uses for HCCBs

1. How can HCCBs be used in preselling and in selling products online?

2. What information should be provided to customers in the embedded code?

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3. How would people know to scan the HCCB seen in a magazine ad?

4. How might HCCBs be used during the selling process when interacting with customers?

5. What additional technology might be needed in brick and mortar stores to make use of HCCBs on the selling floor?

6. What are other uses for HCCBs for businesses that have them embedded in product packaging?

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C. Teamwork

1. Work in groups of three or four to create a poster that will be displayed in an electronics store to educate customers about HCCBs. Include information on what they are, what they need to interact with them, how to use them, and the product information that can be obtained from interacting with them.

2. Work in groups of three or four to educate a group of electronic store sales trainees about HCCBs. Prepare a written outline of the presentation and use presentation software for your oral presentation. You will be evaluated on the presentation's content and mechanics.
