

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 17 Promotional Concepts and Strategies**

**eMarketing Worksheet Activity: Digital Coupons and “Groupons”**

**Directions** Work alone or in small groups to complete this two-part worksheet on digital coupons and their impact on marketing.

**A. Research and Report**

1. Conduct research on digital coupons and their popularity. Note any digital coupons you have received via e-mail or Web sites you have visited. What makes digital coupons so convenient and timely? How do they help the environment?

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2. Conduct research on “Groupons” and how they work. Prepare a short written report on what you learned about digital coupons and “Groupons.”

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**B. Design a Groupon Program**

Work in groups of three or four to design a Web site for Groupon Coupon Events for local businesses in your community. Explain that you will be hosting the Site. Select viable local businesses you think would benefit from participating in Groupon events. Decide on the price for each Groupon Event and the criteria required for the coupon to be honored. Include ideas for generating subscribers for the Groupon Coupon Web site and for soliciting businesses to participate in the promotions. Prepare a written and oral report to share your project with classmates. You will be evaluated on the content and mechanics of your report. Use the following checklist to assign tasks for team members to do in preparation for your first meeting.

**Checklist of tasks to be completed before team's first meeting**

Tasks	Person Responsible
Make a list of local businesses that could be solicited to participate in a Groupon Event	
Research prices for Groupon Events	
Research criteria generally used for coupons to be honored in Groupon Events	
List ideas for generating subscribers for Groupon Coupon Web site membership, such as how to promote the Web site and sample special promotions offered by businesses	
Write selling points to be used when soliciting business to participate in Groupon Events	
Prepare a rough draft of a Web Site Design and site map	