

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

**Marketing Essentials**  
**Chapter 1 Marketing Is All Around Us**

**eMarketing Worksheet Activity: Mobile Phone Applications**

**Directions** Work alone or in small groups to complete this worksheet on mobile phone applications and their impact on marketing.

**1.** What businesses might want to use ads embedded in smartphone applications to reach teenagers when they are using mobile phone apps?

**a.** List and explain your rationale.

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**b.** Note any problems you foresee with ads embedded in smartphone applications.

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**2.** Be Creative. Assume you work in the research and development (R&D) department of a mobile phone manufacturer. Your job is to design a mobile phone of the future.

**a.** Describe a prototype of the mobile phone of the future as you see it.

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**b.** What will you call your new futuristic phone? Will you still keep “phone” in its name?

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**3.** What impact will your futuristic phone have on other industries and companies? For example, what will happen to hard-wired phones in houses and businesses? What about manufacturers of cameras? How will it impact the music industry, computer industry, auto industry, and so on?

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**4.** Collaborate: After you have considered all possibilities, share your ideas in small groups to create a master list of all businesses and industries that would be affected by future smart phones.

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**5.** Discuss: How does the chapter's title (Marketing Is All Around Us) have relevance in today's marketplace with the increasing use of smartphones in the United States and around the world?

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