Name _____ Date _____

Marketing Essentials
Chapter 22 Physical Distribution

eMarketing Worksheet Activity: Online Games

Directions Work alone or in small groups to complete this two-part worksheet on online games.

A. Discuss Online Businesses and Their Impact on Physical Distribution

1. Have you ever sent an eCard? What effect, if any, do you think digital distribution of eCards has had on cards you buy in brick-and-mortar retailers? Do you think eCards will completely replace printed cards in the future? Why or why? Provide rationale for your answer.

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2. Have you ever sent or received an e-Gift card? Did you use it for an online purchase or was it one you could use in a brick and mortar retailer?

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3. What impact has online purchasing had on physical distribution?

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4. Name online games, such as Farmville with which you are familiar.

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5. What experience have you had with online games? Which ones did you like? What made those games so enjoyable? Did you have to pay or were they free to play? If you had to pay, how much did it cost to play?

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6. Research and discuss online games published by foreign companies. What makes them similar and what makes them different than those published in the United States?

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7. Discuss how the Internet has helped to create a truly global marketplace for online games and many other business opportunities that do not require any type of physical distribution.

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Name _____ **Date** _____

B. Design an Online Game
Work in groups of three or four to design an online game based on a current game you play or create an entirely new game that could be played by children and/or teens around the world. Think of how you might make money with your new game. Will you sell virtual products, require membership via a subscription to play, and/or sell physical products related to your game online that require physical distribution. Prepare a written and oral presentation to share your game with classmates. You will be evaluated on your knowledge of online games, design of your online game, cultural considerations, revenue-generating ideas, physical distribution, and creativity, as well as the mechanics of written and oral presentation. Here are a few tasks to get you started.

1. Brainstorm to generate a list of all the board and card games that could be transformed into online games.

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2. List all factors that have to be considered since the game would be played in other countries as well as in the United States. What changes, if any, may have to be made to the games to make them adaptable in other countries?

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