

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

**Marketing Essentials**  
**Chapter 2 The Marketing Plan**

**eMarketing Worksheet Activity: Social Network Advertising**

**Directions** Work alone or in small groups to complete this worksheet on social network advertising.

**1. Collaborate:** Work in groups of 3–4 students to create a scenario in which friends within a social network might influence the online buying behaviors of others in the group. Present your ideas to the class in an oral presentation. You will be evaluated on your presentation based on the following criteria:

<b>Criteria for Presentation of Social Network Advertising</b>	<b>Possible Points</b>	<b>Earned Points</b>
Scenario was clearly explained	15	
Scenario had sufficient details to make it realistic	15	
Scenario included the link to an advertiser	15	
Team demonstrated an understanding of social network advertising	15	
Team emphasized the viral nature of social networking and its influence	15	
All members of the group participated in the presentation	10	
Team was able to keep the class interested in the presentation	10	
Overall impression of presentation	5	
Total Points	100	
Comments:		

**2. Role Play:** Assume you work in a small retail store in town. The owner is not on Facebook and wants you help in designing a Facebook page for the business. What design elements will you suggest?

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**3. Communicate:** If you were responsible for your company's Twitter page, how would you respond on behalf of your company to the following Twitter comments?

**a.** Your new men's clothing line is ugly.

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**b.** Love your new fall styles.

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**c.** When is the next sales event?

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