

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

**Marketing Essentials**  
**Chapter 36 Financing the Business**

**eMarketing Worksheet Activity: Internet-Based Accounting**

**Directions** Internet-based accounting or e-accounting is virtual recordkeeping and backup of financial data. Work alone or in small groups to complete this two-part worksheet on Internet-based accounting.

**A. Research Online Banking**

1. Conduct research on online banking services. List the services provided.

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2. How are online banking services similar to e-accounting services?

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3. Why should banks consider entering the e-accounting business by targeting business customers?

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**Self-Evaluation Guidelines**

<b>Exemplary (10-8 points)</b>	<b>Satisfactory (7-4 points)</b>	<b>Poor (3-0 points)</b>
<ul style="list-style-type: none"> <li>• Includes all of the required content elements</li> <li>• Very well organized</li> <li>• All details provided</li> <li>• No grammatical errors</li> <li>• Creatively designed and executed</li> </ul>	<ul style="list-style-type: none"> <li>• Includes some of the required content elements</li> <li>• Well organized</li> <li>• Many general details provided</li> <li>• Few grammatical errors</li> <li>• Neatly keyed or handwritten</li> </ul>	<ul style="list-style-type: none"> <li>• Includes few or none of the required content elements</li> <li>• Disorganized</li> <li>• Few or no details provided</li> <li>• Many grammatical errors</li> <li>• Typos or illegible handwriting</li> </ul>

<b>Criteria</b>	<b>Exemplary (10-8 points)</b>	<b>Satisfactory (7-4 points)</b>	<b>Poor (3-0 points)</b>	<b>Student Score</b>	<b>Teacher Score</b>
<b>Content</b>					
Knowledge of accounting activities and practices					
Knowledge of e-accounting (aka Internet based accounting)					
Knowledge of online banking services					
Similarities of online banking and e-accounting services					
Rationale for bank to consider entering the e-accounting business					
Ability to answer questions and objections posed by mentor about e-accounting plan proposed					
<b>Mechanics</b>					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills: appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
<b>Total</b>					