Name _____ Date _____ Class _____

Chapter 2 The Marketing Plan

Section 2.1 Marketing Planning

Digital Nation Activity: See You on Facebook

Directions Find the applications directory page on Facebook.com (no login needed). Browse the types of applications and the most currently popular apps and answer the following questions.

1. What categories of apps exist?

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2. Select an app created or branded by a company. Research and describe what this app does and why a user would want to add it to his or her profile. In your opinion, does this app represent effective marketing? Why or why not?

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