



## MARKETING SALES & SERVICE

**PATHWAY:** Marketing Communications and Promotion

**COURSE:** E-marketing

**UNIT 1:** The Influence of the Internet



## INTRODUCTION

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**Annotation:**

Students will learn how the Internet and E-commerce began. Students will explore the influence of the Internet on modern business by studying key components of marketing. This lesson includes a study on the four online companies that were so influential in the beginning of E-commerce.

**Grade(s):**

X	9 <sup>th</sup>
X	10 <sup>th</sup>
X	11 <sup>th</sup>
X	12 <sup>th</sup>

**Time:**

4-6 50 minute periods

**Author:**

Cheryl A. Tays, Kennesaw Mountain High School ([cheryl.tays@cobbk12.org](mailto:cheryl.tays@cobbk12.org))

**Additional Author(s):**

Revised by: Memory Reed, Harris County High School ([reed-m@harris.k12.ga.us](mailto:reed-m@harris.k12.ga.us))

### Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



## FOCUS STANDARDS

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### GPS Focus Standards:

**MKT-EM-1. Students will analyze how the Internet has influenced modern day business and industry.**

- a. Explain basic marketing concepts.
- b. Define electronic communication.
- c. Define E-marketing.
- d. Explain how E-marketing is similar to and different from traditional marketing.
- e. Differentiate between the advantages and disadvantages of E-marketing.
- f. Differentiate between the Internet and the World Wide Web.
- g. Explain the history and development of E-marketing.
- h. Differentiate between Internet, World Wide Web, intranet, and extranet.
- i. Explore how E-marketing can increase a business' revenues.
- j. Define terminology associated with Internet usage (i.e., TCP/IP, domain name, URL, http, web, web browser).

### GPS Academic Standards:

*SSWH21. The student will analyze globalization in the contemporary world.*

*ELA10RC3. The student will acquire new vocabulary in each content area and use it correctly.*

### National / Local Standards / Industry / ISTE:



## UNDERSTANDINGS & GOALS

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### Enduring Understandings:

- Students will be able to understand how E-marketing is similar to and different from traditional marketing.
- Students will be able to differentiate between the advantages and disadvantages of E-marketing.
- Students will understand how E-marketing can increase a business' revenues.

### Essential Questions:

- How would a marketer market his/her product differently over the internet than he/she would via traditional methods?
- Why would a business want to have a web site in addition to their regular place of business?

- Why is it important to understand the problems a business might encounter when trying to do business over the internet?
- Why is it important to understand the difference between the internet and the World Wide Web?
- Why is it important to differentiate between the intranet and the internet?
- How can having a website increase a company's revenue?

### Knowledge from this Unit:

- Students will understand basic marketing concepts.
- Students will understand the definitions of E-commerce and E-marketing.
- Students will understand the differences between E-marketing & traditional marketing.
- Students will understand the advantages & disadvantages of e-marketing.
- Students will understand the history and development of e-marketing.
- Students will understand the differences in the internet, world-wide-web, intranet & extranet.
- Students will understand how e-marketing can increase business revenue.
- Students will understand internet terminology.

### Skills from this Unit:

- Students will develop timelines.



## ASSESSMENT(S)

### Assessment Method Type:

<input checked="" type="checkbox"/>	Individual project
<input checked="" type="checkbox"/>	Subjective assessment - Includes short answer and essay tests.
<input type="checkbox"/>	Post-test
<input type="checkbox"/>	Group projects
<input type="checkbox"/>	Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
<input checked="" type="checkbox"/>	Objective assessment - multiple-choice, true- false, etc.
<input type="checkbox"/>	Pre-test
<input type="checkbox"/>	Peer-assessment - assessment of peer proficiency using specific criteria

### Assessment(s) Title:

- Impact of E-Marketing Quiz
- Impact of E-Marketing Test

### Assessment(s) Description/Directions:

- Students will take a quiz over E-marketing. Key is located within quiz.
- Students will take a test over the impact of E-marketing. The test is in essay form, so modifications may need to be made for special needs students. Key is located within test.

### Attachments for Assessment(s):

- Impact of E-marketing Quiz and Key
- Impact of E-marketing Test and Key



## LEARNING EXPERIENCES

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### Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
2. Review Essential Questions.
3. Identify and review the unit vocabulary. (i.e., electronic communication, internet, world-wide-web, intranet, extranet, e-commerce, e-marketing, TCP/IP, domain name, URL, http, web, web browser)
4. Day 1:

Introduction to Lesson: Show a portion of the Google video clip from the very first Internet Conference in San Francisco, 1994. It was arranged by Ken McCarthy, Internet commercialization pioneer. This rare footage is an artifact in the development of technology.  
<http://video.google.com/videoplay?docid=-5046297730700144952>

Present "Impact of E-Marketing" PowerPoint. Handout "Impact of E-Marketing Note Taking Guide." Each topic of the presentation will begin with a True/False Question. Students will use note taking guide to record this information.

Project: One of the objectives of this lesson is to "explain the history and development of e-marketing." These facts are not part of the lecture so that students can research this information by completing a Time Line Activity. Use "History & Development of E-Marketing" for activity instructions. The rubric for this project is included in the file.

Review: Announce Quiz that will be given on Day 2. Quiz will cover "Impact of E-Marketing". Do a complete oral review with the students.
5. Day 2:

Introduction: Show short video clip which reviews the history of the Internet.  
<http://video.google.com/videoplay?docid=-1695502883450655790&q=internet+history&total=1285&start=0&num=10&so=0&type=search&plindex=0>

Have students make note of the dates and events that are presented.

Quiz: Use "Impact of E-Marketing Quiz." This is a short true/false quiz that will assess student learning from Day 1. Either have students grade each other or use as a turn-in assignment. Use "Impact of E-Marketing Quiz Key" to grade quiz.

Power Point Presentation: Have students use this to take notes on Day 2's PowerPoint presentation. Use "The Big 4" PowerPoint presentation." Day 2's lecture will discuss the 4 organizations that were huge in the start of the Internet—Netscape, Yahoo, Amazon, and AOL.

Internet Research: Use "The Big 4 Internet Research." If you have enough computers, let students work on their own. If not, student can pair up to complete the research. On the handout, there is a table for students to record their findings.

Review: Announce Test for this lesson. Use Power Point presentations along with note taking guides to review for test.

### **Learning Experience Attachments:**

Impact of E-marketing PowerPoint  
Impact of E-marketing Note Taking Guide  
The History and Development of E-marketing Time Line Activity  
Impact of E-marketing Quiz with Key  
Big 4 Internet PowerPoint  
Big 4 Internet Research Activity



## **CULMINATING PERFORMANCE TASK(S)**

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### **Culminating Unit Performance Task(s):**

- Internet Scavenger Hunt
- The History of E-Marketing Time Line Activity

### **Culminating Unit Performance Task Description/Directions/Differentiated Instruction:**

- Students will complete a scavenger hunt over the internet to discover more facts about the Big 4 Internet companies.
- Students will complete an internet activity over the history of internet marketing.

### **Attachments for Culminating Performance Task:**

- The Big 4 Internet Research Activity
- The History of E-Marketing Time Line Activity



## **UNIT RESOURCES**

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### **Web Resources:**

- <http://video.google.com/videoplay?docid=-5046297730700144952>
- <http://video.google.com/videoplay?docid=1695502883450655790&q=internet+history&total=1285&start=0&num=10&so=0&type=search&plindex=0>
- Wikipedia was used to gather notes on E-Marketing. [http://en.wikipedia.org/wiki/Internet\\_marketing](http://en.wikipedia.org/wiki/Internet_marketing)

### Attachments, Materials & Equipment:

- Impact of E-marketing PowerPoint
- Impact of E-marketing Note Taking Guide
- The History and Development of E-marketing Time Line Activity
- Impact of E-marketing Quiz with Key
- The Internet's Big 4 PowerPoint
- The Big 4 Internet Research Activity
- Impact of E-marketing Test with Key

### What 21st Century Technology was used in this Unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input checked="" type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		

### Notes & Reflections: