

Name _____ Date _____

Marketing Essentials
Chapter 23 Purchasing

eMarketing Worksheet Activity: Meta Markets

Directions A Meta Market is a special market found on the Web that caters to a specific event or industry. Work alone or in small groups to complete this two-part worksheet on meta markets.

A. Meta Market for Planning a Wedding Conduct research on the Internet to find a Meta Market for wedding planning.

1. What is the name of the Meta Market Web site?

2. What made the Web site helpful and informative?

3. What made the Web site interesting to view?

4. How was the Meta Market designed for ease of navigation?

5. How did the Web site direct viewers to local companies that could provide the products and services they need?

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B. Design a Meta Market for Business Event Planners Work in groups of three or four to design a Meta Market Website for event planners that handle all the details for business conferences and meetings. Be prepared to share your Web site design with classmates in an oral presentation. You will be evaluated on your knowledge of Meta Markets and business event planning, and your Web site design in terms of its actual design details, creativity, and ease of navigation (site map). Your presentation will also be evaluated on the basis of your attention to details, continuity, grammar and spelling, and oral presentation skills.

1. Conduct research on the Internet to learn about more about business event planners.

2. Brainstorm the details involved with planning and running a convention for an organization or a business meeting for a company where people have to travel to the destination and often bring their spouses with them.

3. What types of complementary business will you include on your Meta Market Website for event planners?

4. What will you name your Meta Market? It should be creative and related to event planning.

5. How will you design your Website to make it creative and user-friendly for event planners to purchase the products and services needed to do their job?
