

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

**Marketing Essentials**  
**Chapter 30 Product Planning**

**eMarketing Worksheet Activity: Online Idea Generation**

**Directions** Getting ideas for new products has been made easier due to e-marketing. Companies solicit product ideas from outsiders and customers via their Web sites. Work alone or in small groups to complete this three-part worksheet on online idea generation.

**A. Research Online Idea Generation** Visit the following companies online and note what they do to solicit ideas for their business operation or ideas for other causes.

**1. Procter & Gamble**

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**2. Black & Decker**

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**3. General Electric**

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**4. Pepsi-Cola**

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