Teaching about Online Marketing

By… You!

Objective: You and a partner will be teaching about online marketing (Mrs. Graham needs a break from lecturing ☺ )

Directions: Go to the link(s) listed below (it’s also on my website) and choose one of the articles that discusses online marketing (there’s many, many to choose from!), read it and complete the requirements below.

<http://www.entrepreneur.com/topic/online-marketing/1>

<http://www.entrepreneur.com/topic/online-marketing/2>

<http://www.entrepreneur.com/topic/online-marketing/3>

http://www.entrepreneur.com/topic/online-marketing/4

<http://www.entrepreneur.com/topic/online-marketing/5>

<http://www.entrepreneur.com/topic/online-marketing/6>

Note: As you can see, the website is the same except for the page number: there is no “arrow” or “go to next page” link , so you need to just change the number to get to the next page of articles.

**Requirements:**

In a Google Slides presentation present the following

1. A BRIEF summary of the article (think who, what, when, where, why) 5 points
2. Give a BRIEF summary of the type of online marketing used (5 pts)
3. Give 3-5 tips/strategies the article recommends for the online marketing tool discussed (bullet points preferred) 20 points

—note, your classmates will be taking notes on the strategies so keep it simple

4. Present Be prepared to explain your article and presentation to the class who will take notes (10 points) **TOTAL POINTS: 40 POINTS**

**BEFORE YOU BEGIN PLEASE WRITE DOWN YOUR NAMES AND THE ARTICLE TITLE YOU ARE CHOOSING SO NO TWO GROUPS DO THE SAME ARTICLE AND SO I CAN CREATE THE FOLLOW ALONG NOTES SHEET!**

To submit: Simply click the “share” button, then name your presentation with your names, then “share” with me at [sgraham@bradfordacademy.com](mailto:sgraham@bradfordacademt.com)