

## Technology Activity #3 – Marketing and Publicizing Your Business



A lesson developed for 4th, 5th and 6th grade students for the purpose of learning how to create a web page using Mozilla SeaMonkey® in order to market and publicize a product and/or business.

### **Description:**

The world of the Internet has changed the way we view and purchase merchandise. The availability and popularity of E-Commerce businesses on the web has spurred a new generation of informed and thrifty shoppers.

By using this lesson and resources, students will learn to develop their own web site. By using the latest in free web publishing software, the students will be able to create a web page with a photo of the product and information on how to purchase it.

### **Lesson Title:**

Developing Web Pages to Sell a Product

### **Lesson Summary:**

Students will work with Mozilla SeaMonkey® to create and publish a web page that publicizes a product that a student has invented or is selling.

### **Curriculum Areas:**

Research, Reading Schematics, Physical Science, History, Art

### **Purpose:**

Students will learn the basics of web publishing and the effects that it will have on selling a particular product. By using E-Commerce to sell a product, students will learn that the Internet hosts a broad and limitless arena of marketing potential.

### **Lesson Activities:**

Using web design software, students will make a web page that promotes a product that is ready for distribution. A web server is needed in order to publish the web page so everyone can see it on the **Internet**. Your school might have a web server in place or might have access to one. If your school doesn't have access to a web server, then you can register on one of the free web space sites like, [www.geocities.com](http://www.geocities.com) or [www.freewebspace.com](http://www.freewebspace.com). You will then have your very own web site and address.