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WORKSHOP
2014

Data Marketing: Industry Standards, Predictable Problems and Best Practices Lesson Plan

This lesson plan can be used in classes covering subjects such as English, Journalism, Ethics, Sociology, Marketing or Media Studies. It was created to be used with the 2014 Poynter KSU Media Ethics Workshop session, "Data & Marketing: Industry Standards, Predictable Problems and Best Practices."

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Objectives:
To encourage students to begin thinking about how data is used by marketers and public relations to track purchases.

To make students aware of the implications that data has on them as a consumer.

Estimated class time: 2 class sessions; 2 hours for first session, 20 minutes for second session.

Procedures:
Session 1:
1. Begin lesson by instructing students to get in their purses or wallets or backpacks and write down what brand loyalty or reward cards they have.
2. Ask students to share their lists and what they use them for, for example reward points or coupons? Then, ask students to consider what information they are sharing with the store/restaurant each time their card is scanned, punched or recorded.
3. Ask students to share what information they are comfortable with companies knowing about them and what they wouldn't want the companies to know. For example…personal information such as name and age? What about clothing size? Repeat purchases? Why or why not? Have students defend their choices. Why is some information okay for companies to know and other information not acceptable for organizations to know?
4. If you have computer access in your classroom, ask students to read, "How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did". http://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-ateen-girl-was-pregnant-before-her-father-did/ . (If there's no computer access, print out and distribute photocopies of this article.)
5. Have students reflect on this story, ask them to share their perspectives.
6. Watch "Data & Marketing: Industry Standards, Predictable Problems and Best Practices" live streaming on September 18th or via the archives at http://mediaethics.jmc.kent.edu/2014.
7. Assign students to create a "data diary" for homework. In this diary, students will write down every event where they share data about themselves. You can ask students to have a "data diary" for as long as you see fit. Events could include shopping (online or in-person), social media, eating out, at the doctor, etc. This data diary will include, online and in-person events. Students should include advertisements they receive and rewards that follow purchases. The diary should include the event as well as the information that was shared.

Session 2:
1. After completing the diary, students will return to class and reflect on the information they found.
2. Review with students what information may be shared with loyalty and reward programs, credit cards etc., explain and discuss the benefits of data marketing and possible problems.

Students will begin to recognize how and when they are sharing information with companies. The students will establish a better understanding of how their information is used, and what information they are comfortable sharing.