GEORGIA | PEACH STATE PATHWAYS 2009 - 2010

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing Communications and Promotion

COURSE: E-marketing

UNIT: Legal and Ethical Issues in E-marketing

INTRODUCTION

Annotation:

Students will learn to differentiate between ethics and law in this lesson. They will play a short game to illustrate the importance of having rules to prevent chaos. The students will then learn rules for computer use. The teacher will give a presentation on legal and ethical issues, the students write an essay comparing legal & ethical issues, the students will read several ethical dilemmas and use their decision making abilities to conclude how each case should be handled. Finally, the students will research 4 cyber law cases on the internet and determine the outcome of each case in a court of law.

Grade(s):

	9th
X	10th
X	11th
X	12th

Time: 5-6 50 minute periods

Author: Cheryl A. Tays, Kennesaw Mountain High School (cheryl.tays@cobbk12.org)

Additional Author(s):

Revised by: Memory Reed, Harris County High School (reed-m@harris.k12.ga.us)

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the

provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.

FOCUS STANDARDS

GPS Focus Standards:

MKT-EM-4. Students will evaluate the legal and ethical issues that affect E-marketing.
   a. Distinguish between what is legal and what is ethical.
   b. Define cyber law.
   c. Define virus.
   d. Define and evaluate Spam as a form of advertisement.
   e. Evaluate the Electronic Communications Privacy Act of 2000.
   f. Explain the value of copyright laws for E-marketers.
   g. Explain the importance of choosing an appropriate domain name (avoid disputes with other companies).
   h. Recognize the importance of protecting customer privacy.
   i. Evaluate the practice of cybersquatting.
   j. Evaluate various types of security protection (anti-virus software, encryption, firewalls, etc).
   k. Discuss the advantages and disadvantages of offering customers the ability to opt in/opt out of e-mail advertising.

GPS Academic Standards:

MC2P2. Students will reason and evaluate mathematical arguments.

MC3P1. Students will solve problems (using appropriate technology).

SSEF5. The student will describe the roles of government in a market economy.

National / Local Standards / Industry / ISTE:

UNDERSTANDINGS & GOALS

Enduring Understandings:

▪ Students will be able to distinguish between what is legal and what is ethical.
▪ Students will be able to understand the legal and ethical issues of doing business on the web.

Essential Questions:

▪ If something is legal, does that make it OK to do it (ethical)? Why or why not?
▪ Should things that are illegal outside of the internet also be illegal on the internet? Why or why not?
▪ How do you think the government should regulate Spam on the internet?
▪ Why is it important to understand the risks of doing business on the internet?
▪ Why is it important for companies to offer customers the ability to opt out of e-mail advertising?
▪ Why do E-marketers need copyright laws?

Knowledge from this Unit:

- Students will understand ethics and how they differ from the law.
- Students will understand cyberlaws and viruses.
- Define and evaluate Spam as a form of advertisement.
- Students will understand the Electronic Communications Privacy Act of 2000.

Skills from this Unit:

- Students write an essay comparing and contrasting what is legal to what is ethical.

ASSESSMENT(S)

Assessment Method Type:

    _____ Pre-test
    _____ Objective assessment - multiple-choice, true- false, etc.
        __ Quizzes/Tests
        __ Unit test
    __X__ Group project
    _____ Individual project
    __X__ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
        __ Self-check rubrics
        __ Self-check during writing/planning process
        __ Journal reflections on concepts, personal experiences and impact on one's life
        __ Reflect on evaluations of work from teachers, business partners, and competition judges
        __ Academic prompts
        __ Practice quizzes/tests
    __X__ Subjective assessment/Informal observations
        _X_ Essay tests
        __ Observe students working with partners
        __ Observe students role playing
    _____ Peer-assessment
        __ Peer editing & commentary of products/projects/presentations using rubrics
        __ Peer editing and/or critiquing
    _____ Dialogue and Discussion
        __ Student/teacher conferences
        __ Partner and small group discussions
        __ Whole group discussions
        __ Interaction with/feedback from community members/speakers and business partners
    _____ Constructed Responses
        __ Chart good reading/writing/listening/speaking habits
        __ Application of skills to real-life situations/scenarios
    _____ Post-test

Assessment(s) Title:

- Compare and Contrast Essay Rubric
- Ethical Dilemmas Record Sheet

Assessment(s) Description/Directions:

- Students will compare and contrast "legal" and "ethical." The essay will be in the form of a word document, two full pages, double-spaced, and default margins and fonts. Use "Compare and Contrast Essay Rubric" for grading essays.

- Students evaluate ethical dilemmas and record their decisions. Class discussion and take up for grade.

Attachments for Assessment(s):
- Compare and Contrast Essay Rubric
- Ethical Dilemmas Record Sheet

LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.

2. Review Essential Questions.

3. Identify and review the unit vocabulary (i.e., ethics, cyberlaw, computer virus, cyber-squatting, internet Spam, encryption, anti-virus software, firewall).

4. Day 1 (90 minute period – break into 2 days if on a 50 minute period)
   - Introduction: Open the file "Paper Clips to Software Paper Clip Game." Use the Paper Clip Game to introduce the lesson. Read all instructions closely before playing so that it is an effective tool to get the students hooked. Author of this lesson plan is on the file. It was originally pulled form "ASKERIC" educational resources.
   - Continue through the same file to "The 10 Commandments of Computer Ethics." Discuss the significance of each commandment to computer use.
   - Hand out the first page of the "Cybersmart Activity Sheet" to students. Have students cut out each dilemma and decide if they are ethical or not. Next, hand out pages 2 and 3 of the "Cybersmart Activity Sheet" and go over them with the class.
   - Open the presentation "Legal & Ethical Issues Affecting E-Marketing." Give each student a copy of the "Legal & Ethical Issues Note Taking Guide." Go through the entire presentation. Instruct students to take notes as you proceed.
   - The essay assignment is made in the presentation. Very simple guidelines—Compare and Contrast "Legal" and "Ethical." The essay will be in the form of a word document, two full pages, double-spaced, and default margins and fonts. I have included a "Compare and Contrast Essay Rubric" for grading essays.
   - Make copies of the case studies from this same file. Group up the students and assign each group one of the case studies. Give them time to read and make decisions on how to solve the case. Have one student from each group give an overview of the case study and then have the group to read the questions aloud and report on their answers.

   Day 2 (90 minute period – break into 2 days if on a 50 minute period)
   - The following four files are part of an ethics project found at the Free Management Library from Complete Guide to Ethics Management: An Ethics Toolkit for Managers, written by Carter McNamara, MBA, PhD, Authenticity Consulting, LLC. Copyright 1997-2007.
     (This guide is located at http://www.managementhelp.org/ethics/ethxgde.htm on the Web.)
   - Open files "Ethical Dilemmas", "Ethics Top Ten Questions," "Business Ethics Information", and "Ethical Dilemmas Record Sheet." Copy all handouts for students.
   - Have them silently read the "Business Ethics Information". Go back through the reading and have students highlight important statements.
   - Review the "Ethics Top Ten Questions" and discuss with the students the significance of each question.

- Put the students into groups again. Within groups, have them read each "Ethical Dilemma" and record their decisions on the "Ethical Dilemma Record Sheet." You can take these up to grade yourself, or go over them with the groups—or both!

Day 3 (90 minute period – break into 2 days if on a 50 minute period)
- Internet Research: This is the exception to my statement above. This worksheet is my own creation. Open and copy the file "Internet Research on Cyber Law" for the students. They will use the Internet to research litigation regarding cyber law. The students will complete the columns with information gathered on the cases.

Learning Experience Attachments:

Cybersmart Activity Sheet
Paperclips to Software Paper Clip Game
Legal and Ethical Issues Affecting E-Marketing PowerPoint
Legal and Ethical Issues Note Taking Guide
Ethical Dilemmas
Ethics Top 10 Questions
Business Ethics Information
Ethical Dilemmas Record Sheet
Internet Research on Cyber Law

☑ CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Internet Research on Cyber Law Activity

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students will use the Internet to search for court cases involving cyber law.

Attachments for Culminating Performance Task:

Internet Research on Cyber Law

☑ UNIT RESOURCES

Web Resources:

Carter McNamara, MBA, PhD, Authenticity Consulting, LLC.

Attachments, Materials & Equipment:

- Scissors
- Paper Clips to Software Paper Clip Game
- Cybersmart Activity Sheet
- Legal & Ethical Issues Affecting E-Marketing
- Legal & Ethical Issues Note Taking Guide
- Compare and Contrast Essay Rubric

- Ethical Dilemmas
- Ethics Top Ten Questions
- Business Ethics Information
- Ethical Dilemmas Record Sheet
- Business Ethics Information
- Internet Research on Cyber Law

What 21st Century Technology was used in this Unit:

[x] Slide Show Software	[ ] Graphing Software	[ ] Audio File(s)
[ ] Interactive Whiteboard	[ ] Calculator	[ ] Graphic Organizer
[ ] Student Response System	[ ] Desktop Publishing	[ ] Image File(s)
[ ] Web Design Software	[ ] Blog	[ ] Video
[ ] Animation Software	[ ] Wiki	[ ] Electronic Game or Puzzle Maker
[ ] Email	[x] Website	

Notes & Reflections:

Make sure you read all parts of the lesson beforehand and make copies and get needed supplies (such as paperclips) before class.