

Period _____

Step #1: Form 6 teams. Your team will be assigned a # of 1 to 6.

Step #2: Read through the following scenarios.

Scenario #A: One of your co-workers has signed up for the free version of a direct competitors product. One day they get an email blast about a major customer issue *and* the email was accidentally sent with all of the recipients in the *cc field* instead of the *bcc field*. Your co-worker suggests adding all of those email addresses to your company's marketing email list. Do you agree?

Scenario #B: One of your co-workers is assigned to investigate strengths and weakness of a competitor's product. They create a website on your company's intranet (e.g., only viewable by employees) that quotes from every negative consumer review they can find on social media or product review websites. One of your co-workers thinks that info should be posted as an anonymous public website. Do you agree?

Scenario #C: You work for a company with a small but loyal customer base. The company has cash flow problems and is concerned about making the next payroll. It may not be able to pay employees like you! A direct marketing firm offers a substantial amount of money if you will sell them the email list of your customers. Your TOS (terms of service) say you will never sell customers' personal information but it also says the terms can be unilaterally changed at any time. Do you sell the email list to keep the company afloat?

Step #3a: Find the assignment associated with your team's number of the chart below.

Scenario	Yes, do it!	No, don't do it!
A	1	2
B	3	4
C	5	6

Step #3b: Identify 3--5 points supporting your team's (assigned) position.

1

2

3

4

5

Final step: we will discuss each scenario as a class. Each team is responsible for providing detailed arguments supporting their (assigned) position.