Name _____ Date _____

Marketing Essentials
Chapter 34 Risk Management

eMarketing Worksheet Activity: Phishing and Identity Theft

Directions Phishing involves getting information from individuals for illegitimate purposes via e-mail requests and phone requests. Work alone or in small groups to complete this two-part worksheet on phishing and identity theft.

A. Identity Theft Prevention Program Part of risk management involves preventing cyber-thieves from gaining access to customers' records. Businesses are required to implement an Identity Theft Prevention Program.

1. Visit the Federal Trade Commission's Web site to find a guideline called "Red Flags Rule." List the two parts of the template and steps required to be in compliance.

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2. Work in groups of three or four to complete the Red Flags Rule compliance template. You may assume you work for either an online gift basket company, an online florist, or a business assigned to you by your teacher.

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Name _____ **Date** _____

B. Role Play

1. Assume you work for the company for which you completed the Red Flags Rule compliance template. You are about to meet with the owner or manager to discuss the details of what the company needs to do in order to be compliant. Use the following rubric to organize your written and oral presentation. Use visual aids to emphasize key points.

Self-Evaluation Guidelines

Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)
• Includes all of the required content elements • Very well organized • All details provided • No grammatical errors • Creatively designed and executed presentation	• Includes some of the required content elements • Well organized • Many general details provided • Few grammatical errors • Somewhat creative presentation	• Includes few or none of the required content elements • Disorganized • Few or no details provided • Many grammatical errors • Very basic presentation

Criteria	Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)	Student Score	Teacher Score
Content					
Knowledge of identity theft & the term phishing					
Knowledge of FTC's Red Flag Rules					
Evaluation of company's low risk for identity theft					
Identified & detected relevant red flags					
Responses to red flags					
Administering Identity Theft Program details					
Mechanics					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills:					
Appropriate use of visual aids					
Total					