

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 6 Legal and Ethical Issues**

**eMarketing Worksheet Activity: Internet Crime and Permission Marketing**

**Directions** In *permission marketing* customers are able to decide if they want to receive e-mail from merchants by opting in or opting out from receiving information from the company. You are to conduct a survey of 20 students to investigate e-mails and spamdexing. Write the opening dialogue to ask permission of participants to conduct the survey with them and use the survey questions provided to conduct the survey. Tally the results and report your findings in an oral and written report. Include observations from the results and recommendations for businesses.

**Opening dialogue:**

---

---

---

**Question 1 (Spamdexing):** Have you ever visited a search engine and from there you were sent to an unrelated link that had nothing to do with the topic of your search?

- A. Yes [If yes, ask: Did you purchase anything from that site? Yes / No / Don't recall (circle one)]
- B. No

**Question 2 (E-mail):** In the past month have you received e-mails from businesses?

- A. Yes [If yes, direct the participant to move on to Question 3.]
- B. No [If no, thank the participant and end the survey.]

**Question 3:** Which of these methods did the businesses use to have you "opt-in" to receiving e-mails from them? Note all that apply. (Read or hand a card to the participant with the options noted below.)

- A. completed a credit card application
- B. joined a loyalty program
- C. signed up to receive e-mails on a sign-up sheet when I purchased something from the store
- D. by mistake I made an online purchase did not select the opt-out box
- E. made an online purchase and opted to receive e-mails from the business
- F. Other, please specify.

**Question 4 (Rate e-mail's usefulness):** On a scale from 1 to 5, with 5 being very useful and 1 being not at all useful, how do you rate the e-mails you receive from businesses that:

- A. you frequent on a regular basis (such as a local restaurant or clothing store)
- B. you do not frequent on a regular basis
- C. provide coupons for use in the next few days
- D. provide information about new products

Name \_\_\_\_\_ Date \_\_\_\_\_

**Question 5 (Rate and evaluate the effectiveness of e-mails):** In the last month, how often did you take the action suggested in an e-mail, such as making a purchase or making an appointment?

- A. none
- B. 1–2 times
- C. 3–4 times
- D. 5 or more times

**End the survey by thanking participants.**

“Thank you for taking time to participate in this survey.”