

Name _____

Date _____

Class _____

Instructor _____

STUDENT ACTIVITY

Chapter 17

Internet Extension Spam I Am

EXPLORE



With the coming of fax, e-mail, and the Internet, marketing opportunities have increased greatly. Along with them, questionable online marketing methods have greatly increased.

DIRECTIONS



Use the Internet to research the increase of online marketing scams and junk e-mail, or spam, and what's being done about them.

Keywords: _____

Web Sites: _____

NET RESULTS



1. Web Site URL

2. Web Site URL

3. Web Site URL

STUDENT ACTIVITY *(continued)*

Chapter 17

CRITICAL THINKING QUESTIONS



1. What types of online marketing methods and ads are most common on the Internet?

2. If an online marketer e-mails 100,000 marketing messages and receives 1,000 responses, what is the percentage of total responses to total e-mails sent? Do you think this is a good response rate?

3. Is spam different from traditional junk mail or telemarketing? Why or why not?

EXTENSION EXERCISE



Keep a record for one day of all the marketing messages you receive. How many different types of ads did you see? What effect do you think this has on you as a consumer?