

MKT 350

Personal Information Exchange(s) Assignment Outline

Your final report in this class should highlight your understanding of the course material, readings and discussions (citing all information and material). The goal is to 1) examine the manner in which you exchange information (online and offline), use information and store information (online and offline) and 2) analyze that behavior using the concepts and theories from the course material, readings and discussions and 3) show your improved written communication skills.

CONSIDER the information you provide to third parties – either willfully or in ways you may not overtly realize, but have come to understand (third parties, affiliates, etc.)

DEVELOP A WAY TO DEPICT AND ORGANIZE the information you provide online/offline in your own framework (i.e. search engines, email, e-commerce, social networking, information platforms...or financial information, social information, health information...) Think of this as a way to separate the information you provide online/offline – you may depict it in a manner you see fit. You can use an infographic, a table, an image, a graph...anything that allows you to conceptualize all of the information you provide (you can also compare it to information you provide offline).

ANALYZE the depiction and content of the information you exchange by using course material, readings, discussions and other sources of information. How would you characterize the information you exchange? How do you expect the information to be utilized by the organization or individual(s)? How might the information be used unexpectedly?

What kind of **CONTROL** would you like over your information and how will that benefit you and/or others? **EXPLAIN** how valuable this control is to you and others (does it relate to trust?).

What kind of **HARM** can you imagine in the short run or over time with the information you exchange online and/or offline. Be specific and relate it to course readings about types of harm.

DETERMINE THE VALUE of the information you describe and depict. If I were to offer to buy all of this information, would you sell it to me and if so, for how much (dollars, trade)? If you would not sell the information or only sell a part of it, explain why.

SHOW your understanding of course material and your written skills in a clear, organized, and developed analysis paper.

THIS PAPER IS DUE on Canvas AND one copy in class with rubric stapled on top