

[Student Centre]

UNIT 1: Business Fundamentals

CHAPTER 3: Business Ethics and Social Responsibility

E-ACTIVITY: Telemarketing Scams

Activity: Consumer Protection Warning
Research telemarketing scams and prepare a consumer protection warning.

The growth of communications technology has meant advertisers have more ways to access consumers, and greater potential for unethical advertisers to run scams. The increase in telemarketing scams is an international trend that targets victims young and old. What are typical fraud scams? How can consumers protect themselves against such deceptive practices?

Research five telemarketing and fraud scams, and then create a poster, a pamphlet, or an information bulletin on how consumers can protect themselves against fraud.

1. Visit the [PhoneBusters website](#) and find the answers to the following questions:

- a) What is PhoneBusters?
- b) Select and summarize five types of scams.
- c) Who are common victims of telemarketing crimes? (Use the Statistics link.)
- d) How can consumers protect themselves from becoming victims of fraud? (See Consumer Tips.)
- e) How do you report phone fraud?

2. Prepare a pamphlet, poster, or information bulletin that could be used as part of a public education campaign about telemarketing fraud. Imagine that your goal is to target adults, warning them about the dangers of telemarketing scams and addressing the above questions.