

# The Wall Street Journal Instructor Guide

---

An Overview for Marketing Professors  
Fall 2018

---

## About The Wall Street Journal's Instructor Guide

We developed this guide to help you maximize The Wall Street Journal as a resource for your classes. You'll be able to energize discussions and engage students with tangible examples of course concepts that your students can apply in the real world. In addition, with the help of faculty partners, we've curated a special collection of our most popular and thought-provoking articles across management. For each of these readings, we provide a summary, correlation to course topics, classroom applications and questions suitable for launching discussions and conducting assessments.

Here are some of the many ways to incorporate WSJ into your courses:

- **Course Readings:** Assign articles as required reading alongside your textbook sections. For best results, include assessment questions on quizzes and exams.
- **Discussion Launchers:** Use articles to spur classroom and threaded discussions in online and hybrid courses on core concepts and current events.
- **Extra Credit:** Allow students to read optional articles and answer assessment questions for extra credit.
- **Group Projects:** WSJ is a rich source of real-world topics for group research and presentation projects.
- **Research Papers and Case Studies:** WSJ features provide timely citations for research projects.

## Table of Contents

1. [The Future of Digital Marketing in a Data-Privacy World](#) 6/19/18
2. [Marketers Add More Podcasts to the Mix](#) 6/12/18
3. [The 10 Biggest Crowdfunding Campaigns: Where Are They Now?](#) 5/1/18
4. [AI Tools Find New Customers for Companies](#) 4/30/18
5. [The Stores That Track Your Returns](#) 4/5/18

---

# The Future of Digital Marketing in a Data-Privacy World



**Reporter:** Lara O'Reilly (6/19/18)

**Reviewed By:** Brian Tietje, Cal poly, San Luis Obispo

**Topics:** Advertising, Marketing Careers

**Summary:** Tougher regulations and rising distrust have companies scrambling to figure out how to create stronger ties with their customers.

**Classroom Application:** These two articles are from a special advertising section that the WSJ published on June 19th. If you have access to the print journal, the entire section is worth a look. These two articles, in particular, provide excellent coverage about the changes in digital marketing that are happening because of shifting trends and regulations around consumer privacy. As we prepare students for careers in marketing, it's important for them to understand the challenging balance that marketers are trying to maintain between knowing as much as they can about their customers and audience, and consumer privacy. Perhaps the most engaging activity you could assign is to ask students to describe how these changes and trends impact them personally, both for their careers and their personal lives as consumers.

## Questions:

1. What does the GDPR require of marketers? How does this change what marketers can do?
2. What challenges does the GDPR present to marketers? What opportunities?
3. Provide an example of how a company has used the GDPR as an opportunity to create closer ties with its customers.
4. How does the GDPR make first-party data so important?
5. Describe the balance that marketers are trying to maintain between consumer privacy and marketers' desire to target their ads as much as possible.

---

## Marketers Add More Podcasts to the Mix



**Reporter:** Benjamin Mullin (6/12/18)

**Reviewed By:** Brian Tietje, Cal Poly, San Luis Obispo

**Topics:** Advertising, Media

**Summary:** While podcasting remains a relatively small market, audio firms have made progress in tapping ad budgets for brand advertising.

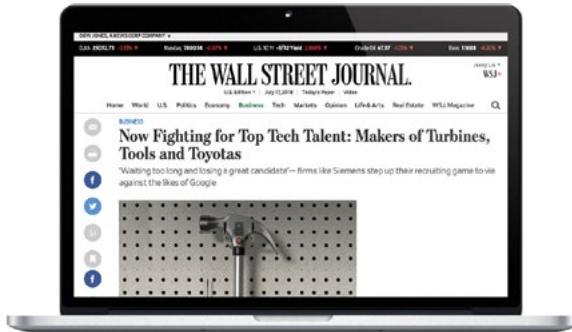
**Classroom Application:** To help your students understand podcasts better and how they might serve as an effective media vehicle for advertisers, you could ask them, individually or as teams, to select a 'client' of their choice, perhaps a local business or national brand, and identify an appropriate podcast for that client to use as an advertising vehicle. You can challenge them to defend their choice based on the podcast's content and audience, and how that complements the client and its brand.

### Questions:

1. What is a podcast? What are some of the characteristics of a podcast?
2. What factors do you think are contributing to the popularity of podcasts among consumers?
3. Critically evaluate podcasts as an advertising vehicle. That is, discuss both its strengths and weaknesses, from an advertiser's perspective.
4. How should a company determine whether to advertise via a podcast and, if so, which one?
5. What elements of creative execution do you think make an ad during a podcast effective?

---

# The 10 Biggest Crowdfunding Campaigns: Where Are They Now?



**Reporter:** Deborah Gage (5/1/18)

**Reviewed By:** Brian Tietje, Cal Poly, San Luis Obispo

**Topics:** New Product Development, Entrepreneurship

**Summary:** These entrepreneurs raised millions on Kickstarter and Indiegogo. But that didn't guarantee success.

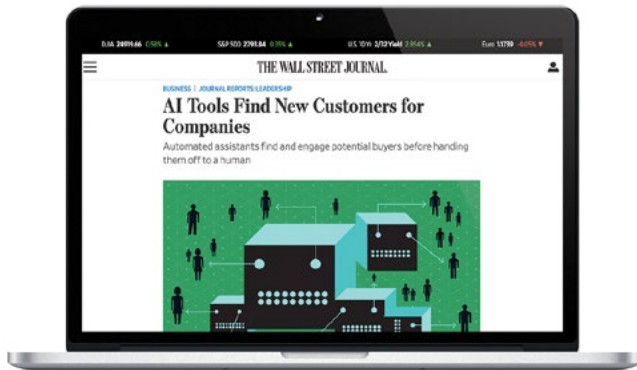
**Classroom Application:** This is a great article because it provides several stories about innovative new products and companies that faced challenges in delivering what they initially promised to their customers and investors. For a learning activity, you could ask students to read all the articles and create a compilation of the factors that contributed to the mixed success of the companies featured in the articles. From there, students could also develop a list of 10 do's and don'ts for entrepreneurs who seek crowdfunding.

## Questions:

1. In your own words, explain how crowdfunding works.
2. For an entrepreneur trying to launch a new product, what are the advantages and disadvantages of leveraging crowdfunding?
3. What are the top 2-3 reasons why some of the top crowdfunded products were not successful in the long term?
4. Provide an example of a lesson that you learned about launching a new product from reading these stories.

---

## AI Tools Find New Customers for Companies



**Reporter:** Angus Loten (4/30/18)

**Reviewed By:** Brian Tietje, Cal Poly, San Luis Obispo

**Topics:** Artificial Intelligence, Marketing Careers, Personal Selling

**Summary:** Automated assistants find and engage potential buyers before handing them off to a human.

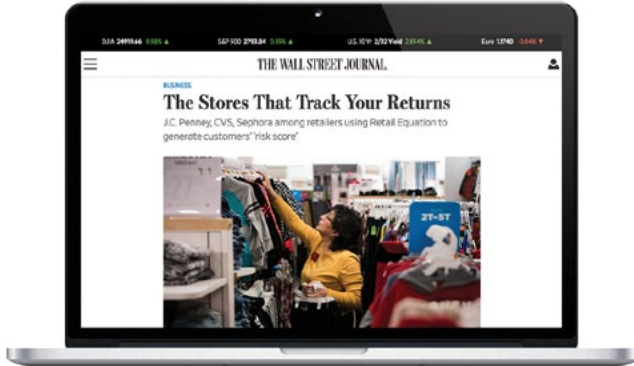
**Classroom Application:** It's really fascinating how extensively artificial intelligence (AI) is already being deployed in business, particularly in sales and marketing. Perhaps the simplest but most effective learning activity based on the lead article and related article is to ask students to generate a written essay that (a) articulates how AI is being used to support the salesforce, and (b) identify the career implications of AI for students who are presently in business schools and preparing for their future careers.

### Questions:

1. In your own words, explain what artificial intelligence (AI) is.
2. What factors are contributing to the growing prevalence of AI?
3. Explain how AI is being used in sales and marketing.
4. What are the implications of AI for someone in sales?
5. More broadly, what are the career implications of the growing use of AI?

---

# The Stores That Track Your Returns



**Reporter:** Khadeeja Safdar (4/5/18)

**Reviewed By:** Brian Tietje, Cal Poly, San Luis Obispo

**Topics:** Consumer Behavior, Retailing

**Summary:** Best Buy has drawn criticism for using Retail Equation to generate consumers' "risk scores." Other retailers using the firm include J.C. Penney, Sephora, CVS and Victoria's Secret.

**Classroom Application:** I think this story will be an eye-opener for some students when they realize how carefully retailers track consumers' return behaviors, and how they adjust their return policies on an individual basis. One way to structure a learning activity is to ask students to construct a presentation that might have occurred within one of these retailers to convince key decision makers to implement a service like Retail Equation. What would have been the merits of that argument, both for and against?

## Questions:

1. In your own words, explain the service that companies like Retail Equation provide.
2. Describe the problem that retailers are trying to solve through services like Retail Equation.
3. What are the factors that impact a consumer's "risk score", as determined by companies like Retail Equation?
4. What are the risks and potential rewards that retailers could experience by deploying a service like Retail Equation to generate a "risk score" for consumers?
5. Give an example of marketing research you might recommend to help a retailer better understand consumers and their merchandise return behaviors.

