



Scams and Fraud | Lesson Plan

How can consumers avoid becoming the victims of scams and fraud?

Students learn about various forms of scams and fraud and action steps for protecting against them and responding to them.

Learning Objectives:

- Explain consumer scams and marketing fraud and how they can manipulate individuals into surrendering their money or personal information under false pretenses.
- Identify the signs of potential scams and marketing fraud to protect personal and financial information.
- Evaluate action steps to prevent and respond to consumer scams and marketing fraud.

Key Vocabulary:

- **Consumer Scam:** Schemes that trick individuals into financial transactions.
- **Marketing Fraud:** False or misleading claims made for financial gain.
- **Bait-and-Switch:** Swapping advertised goods with inferior or costlier ones.
- **Ponzi Scheme:** Fraud where old investors paid with new investors' money.
- **Fake Online Auction:** Scam where non-existent or fake items are sold online.
- **Fake Charities:** Scam where non-existent charities exploit people's goodwill.

Educational Standards: CCRA.R.7, CCRA.R.10, CCRA.W.2, CCRA.W.4, CCRA.W.7, CCRA.SL.1, CCRA.SL.2, CCRA.L.6

Academic Subject Areas: Financial Literacy, Money, Life Skills

What You'll Need

- Video: *Ca\$h Cour\$e: Scams and Fraud* (Watch [Here](#))
- Worksheet: *Ca\$h Cour\$e: Scams and Fraud* (Click [Here](#))
- Printed examples of ads and emails

Lesson Plan (45 mins.)

Warm-Up: (10 mins.)

1. Start the class with a general scenario: Ask if any students or their family members have ever encountered a situation where they felt misled or scammed during a purchase. Allow a few students to share their experiences briefly.
2. Briefly discuss the prevalence of scams and the importance of being vigilant as a consumer.
3. Distribute different printed examples of ads and emails to small groups of students. Ask them to review and decide whether each one is legitimate or a scam, discussing the reasons for their decisions. Some examples to consider:



- A professionally designed ad from a well-known company promoting electronics sales.
 - Ads featuring clear branding, professional design, and links to official websites.
 - Fake email ads claiming free gift cards for clicking a link.
 - Emails that contain poor grammar, vague promises, and a suspicious URL that does not link to an official website.
 - An email from a legitimate bank offering a new service or account perk
 - A phishing email from a phony bank requesting urgent action and personal identification details.
4. Have each group present one of their examples, explaining their thought process and whether they identified it as a scam or legitimate, followed by a brief class discussion on each.

Watch and Apply: (25 mins.)

1. Announce that the class will watch *Ca\$h Cour\$e: Scams and Fraud* to learn about scams and fraud. Emphasize the importance of understanding these concepts.
2. Distribute the “Ca\$h Cour\$e: Scams and Fraud Worksheet” for students to complete independently. Allow about 10 minutes for this task.
3. Review the worksheet answers as a class, addressing areas where students may need help or clarification.

Wrap-Up: (10 mins.)

1. Invite students to share new insights they gained about consumer scams and marketing fraud and how this knowledge could be financially beneficial.
2. Allow students to share how they answered the application question on the worksheet. How did they apply what they learned from the video?

Extension Activities:

- Scenario Creation: Prepare a set of scenarios where students play the role of consumers encountering potential scams. These scenarios could involve phone calls, emails, or in-person interactions.
- Research Project: Assign students to research a well-known scam or fraud case and present their findings to the class, focusing on how the scam worked, its impact, and how it was eventually stopped.
- Technology Integration: Use technology tools like Kahoot or Quizlet to create interactive quizzes or flashcards on key vocabulary and concepts related to scams and fraud.

Don't have time for the full lesson? Quick Activity (10-15 mins.)

Distribute the worksheet and allow students to complete it while they follow along with the video. Or, have students watch the video at home and use the worksheet as a quick quiz the next day in class.