

Should Marketing Be Allowed in Schools?

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Overview and Importance of the Issue

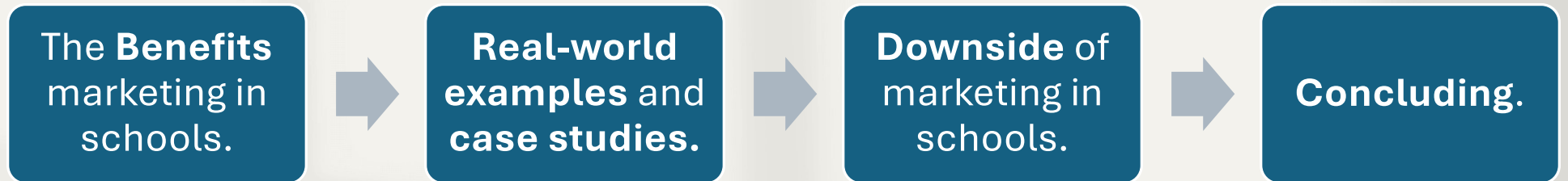
- Schools face budget shortages.
- Marketers see schools as ideal locations to target youth.
- Importance of discussing ethical and practical considerations.

Current Situation and Marketing Methods in Schools

- Marketing tactics commonly used in schools:
 - Sponsored educational programs
 - Advertising on school grounds.
 - Vending machines and cafeterias
 - Corporate sponsorship of sports teams and events



Objectives



Benefits

- Marketing can lead to significant financial benefits.



Example

- George Brown cutting budgets from sports.
- No more baseball



Students need more

- Schools need more sponsorships and partnerships.



Negative example

- The Toronto Board of Health pushed for more strict marketing restrictions on children younger than 16 because, research showed their health faced negative effects such as weight gain, diet problems and unchecked consumer behavior.





- Jordan's sponsorships helps central tech basketball team flourish to the next level



Arguments Against Marketing in Schools



The Commercialization of Educational Spaces

Prime Targets

Schools are prime targets for marketers because students are required to attend.

Prevalence

Over 80% of U.S. high schools have corporate advertising (Smith et al., 2023)

In Canada, 40% of schools report corporate-sponsored programs (Kent et al., 2019).

Biased Content

Branded educational materials may contain biased or misleading content.

For example: Coca-Cola's *My Coke Rewards for Schools* encouraged students to buy soft drinks to secure school funding (Mendoza., 2016)

Consumerism and Brand Loyalty Among Students

- 1 Marketing in schools shapes lifelong consumer habits.
- 2 Children influence \$1.2 trillion in spending per year (AAP, 2025).
- 3 Exposure to advertising increases brand loyalty (Martinho, 2020).
- 4 Junk food brands dominate school marketing, despite health risks.
- 5 Example

Fast-food advertising in schools increased 30% from 2010 to 2018.

McDonald's *McTeacher's Night* blurred the line between education and brand promotion (Martinho, 2020).



Ethical and Privacy Risks

90% of educational apps collect and share student data (Common Sense Media, 2022).

Young students lack awareness of persuasive marketing tactics (Lapierre et al., 2017).

Data collection can be used for targeted advertising, raising privacy concerns.

Example:

Google Classroom collected student browsing data for advertising (EPIC, 2019).





Corporate Influence on Education



Corporate-funded programs may introduce bias into school curricula.



Schools in low-income areas are 5x more likely to rely on corporate sponsorships (Lapierre et al., 2017).



65% of corporate-sponsored materials contain biased information (U.S. Dept. of Education, 2019).



ExxonMobil funded environmental science courses while lobbying against climate change policies (Brulle, 2020).

Conclusion



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