**Target: Case Discussion/Memo Questions**

First, you should know the case well, as well as the background readings, which includes being able to discuss:

* The history of Target
* Target’s key characteristics as a company, such as
  + What business is it in? Who are its competitors? How competitive is this business?
  + Is it doing well? In trouble?
  + What is its IT infrastructure? History of that infrastructure?
  + Does it use IT well? Is its IT state-of-the-art or is it behind?

Second, be prepared to answer the following questions.

1. What was the main issue of the case?
2. Does Target (or any company for that matter) have an ethical responsibility to its customers to keep information private? Discuss.
3. What role does/should government regulation play in data analytics?