

TEACHING TIPS OF THE MONTH FROM THE MC COMMUNITY

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Theme: Writing Analysis

Tip: PICK Analysis

Description: PICK Analysis is a writing tool developed by Professor Hannah R. Weiser, JD/MBA to improve student learning and writing skills through critical thinking and analysis. **PICK** stands for **P**: Point, **I**: Identify relevant concepts and explain them, **C**: Connect the facts to those concepts, and **K**: Key takeaway (concludes your analysis and goes one step further to ask a question or provide additional inquiry). PICK Analysis may be used to:

- Enhance online discussions and written projects by forcing the application of course concepts to support analysis.
- Support student understanding and use of the course-work for a deeper level of understanding.
- Streamline grading through more clearly outlined expectations and a quick way to determine the quality of the work.



Example:

POINT: ABC Corp. is unethical despite utilizing cause marketing in its strategic philanthropy because this charitable giving is for its own self-interest, rather than to help XYZ cause.

IDENTIFY AND EXPLAIN CONCEPTS: As we learned in the text, page 202, cause marketing is a form of strategic philanthropy in which chari-

table contributions are based on purchases of a product. This concept means that the company links their marketing strategy and brand with a social cause so that when consumers purchase the product they feel as though they are helping society.

CONNECT THE FACTS: Here, ABC corp. promoted the XYZ cause by offering to give 3% of its sales to XYZ cause every Sunday. However, ABC corp. did not appear to care about XYZ cause as it was a manufacturing company that dumped oil into a river and refused to clean it up, directly in violation of the environmental mission behind XYZ cause.

Since XYZ cause is truly geared toward helping the environment, and ABC corp. harmed the environment by dumping oil into a river, ABC corp. likely does not care about saving the environment and instead only cares about profits.

KEY TAKEAWAY: If ABC corp. really cared about the environment and not just money, ABC corp. would clean up the oil too. Since it failed to do so, ABC corp. is unethical because its philanthropic actions are merely self-serving.

For more information about this tip, contact Hannah.Weiser@montgomerycollege.edu or view a presentation on PICK Analysis via the following link: <http://www.bit.ly/pickanalysis>.

"Teaching Tips of the Month" began as a project of Program for Active Learning in STEM (PALS) and Teaching to Increase Diversity and Equity in STEM (TIDES) grants. Many thanks to Ray Gonzales and Alla Webb, who served as Principle Investigators of the TIDES grants and Kris Lui, who was lead for the PALS grant. . You can view [archived Teaching Tips of the Month](#) on [The Hub](#). We welcome feedback and invite you to submit ideas for this publication to [Angela Lanier, angela.lanier@montgomerycollege.edu](mailto:angela.lanier@montgomerycollege.edu).