

# DMK301 Law, Ethics & Social Responsibility in the Digital Age

## Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

## Course Description

3 Credits

Prerequisite: None

As the digital environment evolves over time and more disparate people and organizations are involved with the internet, the need for trust and believability increases. A major part of the course is devoted to how laws, policies and social responsibility, or lack thereof, intersect and can affect a product, brand or even the individual right to privacy. Students will consider the impact of technology, access and the social factors in digital marketing.

## Course Outcomes

At the completion of this course, students should be able to:

- Analyze and apply current laws and ethics to digital issues.
- Consider new laws and policies for the internet.
- Evaluate current business and personal issues relative to digital abuses.

## Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

## **Materials and Resources**

Required or Supplemental Text or Resources:

There is no textbook.

## **Bookstore Information**

The bookstore can be located in the left-hand navigation of any Canvas course

## **Library Services**

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

## **Canvas Help Desk and Technical Questions**

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<https://community.canvaslms.com/docs/DOC-4121>

## Weekly Schedule

<b>Week 1</b>		<b>The nature of trust and privacy on the internet</b>
Outcomes	<ul style="list-style-type: none"> <li>Describe the nature of privacy and trust on the internet</li> <li>Explain the laws governing how internet privacy works today</li> <li>Use real life examples in privacy issues, personal and including brand trust</li> </ul>	
Readings	<ul style="list-style-type: none"> <li>Want privacy on the internet?</li> <li>There's no such thing as privacy on the internet anymore.</li> </ul>	
Lectures	<ul style="list-style-type: none"> <li>Lecture 1 - The evolution of internet privacy</li> <li>Lecture 2 - Internet Privacy in the present day</li> </ul>	
Multimedia	<ul style="list-style-type: none"> <li>'This week': internet privacy</li> <li>Online privacy: how did we get here?</li> </ul>	
Discussion	<b>Brand trust</b>	
Assignments	<b>Information from analytics</b>	
Quiz	Refer to your course	

<b>Week 2</b>		<b>Website Usage Policies</b>
Outcomes	<ul style="list-style-type: none"> <li>Develop privacy policies that apply to existing website policy trends.</li> <li>Demonstrate knowledge of terms of service through policy creation.</li> <li>Produce social media policies relevant to current social media platforms</li> </ul>	
Readings	<ul style="list-style-type: none"> <li>Social media policy database</li> <li>Why your web site's privacy policy matters more than you think</li> <li>10 Must-haves for your social media policy</li> <li>Terms of service; didn't read website</li> </ul>	
Lectures	<ul style="list-style-type: none"> <li>Lecture 1 - How big companies use policies to control your data</li> <li>Lecture 2 - The purpose and importance of the three main website policies</li> </ul>	
Multimedia	<ul style="list-style-type: none"> <li>Google privacy policy update</li> <li>Judge Napolitano: Facebook terms of service a gross violation of privacy</li> </ul>	
Discussion	<b>Full disclosure</b>	
Assignments	<b>Privacy paper and 1-2 page paper</b>	
Quiz	Refer to your course	

<b>Week 3      How Big Companies Use Big Data</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Classify what big data is.</li> <li>• Identify the companies which are the biggest collectors of data.</li> <li>• Explain how companies use big data.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• What is big data?</li> <li>• As we sweat government surveillance companies like Google collect our data</li> <li>• 5 ways companies are using big data to help their customers</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Lecture 1 - How much data does Facebook and Google really have</li> <li>• Lecture 2 - How users benefit from the use of big data</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• A data broker defends his industry</li> </ul>
Discussion	<b>Big data</b>
Assignments	<b>Privacy or enjoying the internet</b>
Quiz	Refer to your course

<b>Week 4      The differences between laws, policies, and ethics</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Explain internet laws and who governs the internet.</li> <li>• Differentiate website policies and who determine them.</li> <li>• Examine and illustrate how ethics impacts the internet</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• Top ten internet law developments of 2013</li> <li>• Social media research raises privacy and ethics issues</li> <li>• The Internet's ethical challenges</li> <li>• Internet laws</li> <li>• Is it ethical to buy followers?</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Lecture 1 - Ethics and the internet</li> <li>• Lecture 2 - Why ethics are difficult with social media</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Ethics and the internet</li> <li>• Education, social media, and ethics</li> </ul>

Discussion	<b>Data usage</b>
Assignments	<b>The future of Facebook</b>
Quiz	Refer to your course

<b>Week 5 Maintaining Positive Brand Feelings</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Describe best practices of responding to negative brand sentiment on the internet.</li> <li>• Explain best practices of responding to positive brand sentiment on the internet.</li> <li>• Use integrated media to respond to brand sentiment.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• How to respond to feedback on social media — positive and negative</li> <li>• How to handle customer feedback on social media</li> <li>• What is IMC?</li> <li>• 10 Ways to deal with upset customers using social media</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Lecture 1 - Responding to negative brand sentiment</li> <li>• Lecture 2 - Responding to positive sentiment</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• How to deal with negative comments on social media part 1</li> <li>• What is integrated marketing?</li> </ul>
Discussion	<b>Positive social media presence</b>
Assignments	<b>Brand integrity</b>
Quiz	Refer to your course

<b>Week 6 Copyright Law</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Explain the nuances of copyright law</li> <li>• Evaluate the problems relative to copyright on the internet</li> <li>• Develop guidelines for proper copyright behavior on the internet</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• Content scrapers – how to find out who is stealing your content &amp; what to do about it</li> <li>• How to find stolen content and get it removed</li> </ul>

	<ul style="list-style-type: none"> <li>• What to do you're your image is stolen online</li> <li>• Dealing with copyright infringement in accordance with dcma</li> <li>• Where to get free website images</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Lecture 1 - The simplicity of creating a fraud website</li> <li>• Lecture 2 - Usage rights of photos</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Online copyright infringement</li> <li>• How to find your stolen pictures on other websites</li> </ul>
Discussion	<b>Violating copyright</b>
Assignments	<b>Proper copyright behavior</b>
Quiz	Refer to your course

<b>Week 7 Impact of Social Media</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Explain how social media can impact a brand's reputation</li> <li>• Identify how content going viral can impact a brand positively or negatively</li> <li>• Recommend policies and procedures to affect ethical outcomes</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• 9 Great branded viral videos of 2014 (so far)</li> <li>• The 10 biggest social media marketing fails of 2013</li> <li>• How to respond to a social media crisis</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Lecture 1 - The secret of getting content to go viral</li> <li>• Lecture 2 - How social media can impact brand loyalty</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Whiteboard friday - Why your viral content isn't working</li> <li>• Content marketing tips and viral marketing strategies - Viral craziness simplified</li> </ul>
Discussion	<b>Negative PR crisis</b>
Assignments	<b>Reputation damage</b>
Quiz	Refer to your course

<b>Week 8 Ethics Overview</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Recognize the unethical side of the internet as illustrated by silk road.</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrate how to recognize and react when a company is using data unethically.</li> <li>• Comprehend how simple it is for fraud websites to be created to collect information.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• Minority report: confronting privacy issues in big data. Yahoo Small Business Advisor</li> <li>• Yelp sues firm over allegedly posting fake reviews</li> <li>• The man behind silk road – the internet's biggest market for illegal drugs</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Lecture 1 - The simplicity of creating a fraud website</li> <li>• Lecture 2- How to react when the company you work for is being unethical</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• How to make an online phishing website</li> </ul>
Discussion	<b>Manipulation</b>
Assignments	<b>Amanda Todd</b>
Quiz	Refer to your course

## Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

***Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.***

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	48
Discussions	32
Quizzes	20
<b>Total</b>	<b>100%</b>

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

**Late Assignments:** Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

The final course grading criteria is described in the table below:

## Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

## Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).



## DMK301

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

### Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>