

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 283

Credits: 3

Course Title: Social, Ethical, and Legal Issues in e-Commerce

Course Description: Examines major issues of e-commerce which include privacy protection, concerns about censorship, protection of intellectual property and copyright issues, fraud prevention, along with the local, national, and international legal framework within which marketing strategies are executed. Lecture 3 hours per week.

General Course Purpose: It is important for students to understand the major ethical issues that arise from computer technology and the Internet in the world of business and society as a whole. Protection, security, and privacy of customer information safe from hackers. Creating and implementing policies to maintain the security and privacy of customers

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to:

- a. Recognize ethical issues that one faces directly as a computer professional;
- b. Identify legal requirements of safeguarding electronic records;
- c. Identify ethical norms for protecting customer and employee privacy;
- d. Create, implement, and publish privacy policies; and
- e. Demonstrate knowledge of implications of censorship laws for the Internet, the problems of protecting intellectual in cyberspace, and the risks of new technologies.

Major Topics to Be Included:

- a. The Ubiquity of Electronic Devices
- b. Privacy of Personal Information
- c. Encryption and Interception of Communications
- d. Intellectual Property
- e. Cyber Crime
- f. Professional Ethics and Responsibilities

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