

DMK672 : Digital Marketing and the Law

The Digital Marketing and the Law Course addresses emerging topics relating to the legal aspects of digital marketing. Topics covered include intellectual property, copyright, domain names, trademark issues, and the First Amendment. From a marketing approach, legal considerations are presented that can potentially affect the development of a marketing campaign. Students explore, through the course content and case studies, the impact of the Internet and technology on the legal arena. The course traces regulatory issues concerning the Federal Trade Commission and the Federal Communications Commission, among others.

Credits 3