

COURSE PREFIX/NO: MKT 145
COURSE TITLE: Legal Issues in E-commerce
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is a study of legal issues related to E-commerce. Special emphasis will be placed on copyright laws, intellectual property rights, and patent law.

COURSE COMPETENCIES

Module 1 - Introduction and Jurisdiction

- Define cyber law
- Distinguish between civil law and common law
- Describe and discuss the concept of personal jurisdiction
- Discuss how the borderless character of the Internet poses challenges to the principles of jurisdiction
- Describe and discuss antitrust legislation
- Distinguish between the Sherman Act, the Clayton Act and the Federal Trade Commission (FTC) Act
- Describe and discuss the Telecommunications Act of 1999
- Explain the different types of Encryption

Module 2 - Electronic Speech and Privacy

- Describe what rights are protected under the First Amendment.
- Describe the reach of the First Amendment
- Describe the three broad categories of speech
- Explain how electronic speech differs from traditional speech
- List examples of unprotected speech
- Distinguish between Publisher-Distributor distinction and their respective liabilities
- Describe the reach of the Privacy Act
- Define the terms "privacy" and "security"
- Discuss workplace privacy
- Discuss the purpose of the Electronic Communications Privacy Act
- Explain the role of the Federal Trade Commission

Module 3 - Intellectual Property Rights

- Identify the different types of copyrightable property
- Distinguish between real property and personal property
- Describe the copyright owner rights
- Discuss copyright infringement

- Discuss defenses to infringement
- Describe key provisions of the Digital Millennium Copyright Act
- Distinguish between trade marks and service marks
- Distinguish between patents and copyrights
- Describe the main steps in the patent process

Module 4 – Cyber Crime, Security, and Contracts

- Describe different types of Internet security breeches
- Discuss key provisions of the Computer Fraud and Abuse Act
- Describe the requirements for a valid contract
- Describe different types of contracts
- Define "Electronic Signatures"
- Discuss key provisions of the Uniform Computer Information Transactions Act
- Define "Click-Wrap"
- Explain the role of the Federal Trade Commission
- Discuss industry self-regulation efforts
- Discuss the importance of forum selection clauses

Module 5 - Payment Systems and Taxation

- Discuss issue related to state taxation of Internet transactions
- Discuss proposals for income taxation of Internet transactions
- Discuss the implications of Geoffrey, Inc. vs. State of SC Tax Commission
- Describe the different kinds of payment systems
- Describe key points of the Electronic Fund Transfer Act

GRADING SYSTEM

Students will be graded on assigned course work posted in each module. Each student's final grade will be the sum total of the assigned reading material, homework questions, threaded discussion questions, mid-term exam, final exam, and case studies. A missed test, homework assignment, threaded discussion, or case studies will receive a score of "0." The late submission of assigned material may result in the loss of points.

Grade Computation

| Activity | Maximum Points | Percentage of Final Grade |
|---------------------|-----------------------|----------------------------------|
| Case Studies | 110 | 36.5% |
| Threaded Discussion | 55 | 18.5% |
| Chapter Quizzes | 110 | 36.5% |
| Final Exam | 25 | 8.5% |
| TOTAL: 300 | | 100% |

Grading Scale

| Points | Letter Grade |
|-------------------------------|---------------------|
| 300 to 280 | A |
| 279 to 260 | B |
| 259 to 240 | C |
| 239 to 220 | D |
| Below 220 | F |
| Withdrawal before midterm = W | |

ATTENDANCE

The attendance policy in the York Technical College Handbook will be followed. Students taking this course in an online format must log in to the course, read lectures, and participate in asynchronous/synchronous discussions on a regular basis to fulfill the attendance requirements.

ACADEMIC INTEGRITY

The student is bound by the policies stated in the York Technical College Catalog and Handbook. A student violating these policies will be subject to academic discipline.

MINIMAL STANDARDS

For students in business programs, a grade of "C" is required for this course to apply to the degree. Students in other programs may be required to make only a 60%, "D" average, for credit in the degree. (Please be aware that most colleges require a grade of "C or better for transfer credit.)

PREREQUISITES: None

CO-REQUISITES: None

ENTRY-LEVEL SKILLS: None

Disabilities Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Offices (SR) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.