Course Prefix and Number: MKT 283  
Course Title: Social, Ethical, and Legal Issues in e-Commerce  

Course Description (including lecture hours, lab hours, total contacts)
Examines the social, ethical, and legal issues of electronic commerce. Teaches the factors that influence ethical and unethical marketing practices in e-Commerce and the importance of ethical, legal and socially responsible consumer behavior. 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

Course Prerequisites/Corequisites (Entry-level competencies required for enrollment)
None

Course Objectives (Each item should complete the following sentence.)
Upon completing the course, the student will be able to:

a. Understand ethical issues that one faces directly as a computer professional.

b. Address the wider social, political, and legal issues related to computers.

c. Understand the philosophical, constitutional, and economical issues related to computers.

d. 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 Computers.

b. Privacy and Personal Information.

c. Encryption and Interception of Communications.

d. Can We Trust the Computer?

e. Freedom of Speech in Cyberspace.


g. Computer Crime.


i. Professional Ethics and Responsibilities

Effective Date of Course Content Summary: September 10, 2008