

Marketing
Course Number: 22:630:638
Course Title: Digital Marketing Law, Policy, Ethics MS

COURSE DESCRIPTION

This course will provide a basic understanding of the laws and regulations applicable to digital marketing as well as introduce ethical frameworks that can be leveraged to enhance marketing strategies, communications and business decisions. The course provides an in-depth study of the areas of law and ethics that are most critical to digital marketing business judgment and decision making. Topics such as ethics, fairness and privacy are discussed in detail as critical to growing a business, doing things the right way and earning and retaining customers by meeting and exceeding their expectations.

These topics are further explored through in-depth discussions, lectures, readings, videos, case studies to facilitate review of topics and issues that apply across marketing channels such as: free speech, intellectual property, truth in advertising, data privacy and security, demographic and behavioral targeting and customer relationship management. Issues unique to marketing channels such as: online behavioral advertising, email, mobile, search, social, viral, crowdsourcing and user generated content will also be an area of focus in the course.

COURSE MATERIALS

- This is a fully online course. To access the course, please visit <http://onlinelearning.rutgers.edu>. For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-932-4702.
- Required:
 - Harvard Business Review (HBR) Coursepack – Digital Marketing, Law, Policy and Ethics
 - <https://hbsp.harvard.edu/import/635773>
 - Articles and Case Studies Referenced in Course Schedule below and Online Modules (Links Provided)

LEARNING GOALS AND OBJECTIVES

Students who complete this course will be able to demonstrate the following:

- Ability to identify relevant legal and ethical concepts to the practice of digital marketing in a way that informs more effective business and policy decisions.
- Improved marketing and business judgment through recognition and management of legal and ethical risks that arise in the practice of digital marketing.

- Apply enhanced risk management strategies to digital marketing issues to minimize legal exposure, optimize business growth, and improve the customer experience.
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.
 - Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.
 - Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 8-10 hours per week.
 - All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.
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CLASSROOM CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you are not expected to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.

- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.
- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.
- I will reply to e-mails within 24 hours on weekdays. Please include the Course Number in the subject line of your email.

GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

Reading Assignments:	30%
Case Study Summaries :	30%
Participation:	20%
Quizzes:	20%
	=====
	100%

Article Assignments (30% of final grade): Answer questions regarding articles related to the topics presented each week

Case Study Summaries (30% of final grade): Answer questions regarding case studies related to the topics presented each week.

Participation (20% of final grade): Complete questions posed on the class forum and participate in discussions with fellow students to enhance your learning and engagement in the week's topics.

Quizzes (20% of final grade): Three quizzes will be given during the course of the semester to test student's knowledge and ensure concepts reviewed through course materials are well understood.

The final course grade will be as follows.

A	93.0% +
A-	90.0 - < 93.0
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0

C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

Module /Week	Lecture Topics	Articles	Case Studies	Assignment Due
1 2 week module	Course Introduction and Overviews <ul style="list-style-type: none"> Digital Marketing Overview Why Compliance is Important How Compliance and Ethics relate to Digital Marketing Activities 	<p>An Introduction to Ethics, Andrew Wicks, Bidhan Parmar (HBR Coursepack)</p> <p>Moral Theory, Frameworks, and the Language of Ethics and Business, Andrew Wicks, R. Edward Freeman, Jared Harris, et. Al. (HBR Coursepack)</p> <p>American Marketing Association Codes of Conduct https://www.ama.org/codes-of-conduct/</p>	<p>Innovation Corrupted: The Rise and Fall of Enron (HBR Coursepack)</p> <p>Movie: The Smartest Guys in the Room</p>	<p>Week's Article</p> <ul style="list-style-type: none"> Answers Due Participation in Chatroom required <p>Enron Case Study and Movie:</p> <ul style="list-style-type: none"> Summary of the situation as informed by the Enron Movie and Case Study (reference each) Participation in Chatroom Required
2 2 week module	Ethics Overview <ul style="list-style-type: none"> Doing the Right Thing Legal vs Ethical Growing your business by meeting and exceeding customer expectations Fundamental Laws and Regs <ul style="list-style-type: none"> Freedom of Speech Contracts Intellectual Property Copyrights and Trademarks 	<p>Intellectual Property Rights and Marketing</p> <p>https://inventa.com/en/news/article/244/for-safe-marketing-the-influence-of-intellectual-property-rights-on-marketing-strategies (Links to an external site.)</p> <p>Consumer Bill of Rights</p> <p>https://courses.lumenlearning.com/boundless-business/chapter/consumer-rights/ (Links to an external site.)</p>	<p>Volkswagen's Emissions Scandal: How Could it Happen? (HBR Coursepack)</p>	<p>Week's Article</p> <ul style="list-style-type: none"> Answers Participation in Chatroom required <p>Volkswagen Case Study:</p> <ul style="list-style-type: none"> Summary Participation in Chatroom required

	<ul style="list-style-type: none"> ○ Fair Competition ○ Customer Bill of Rights 	<p>Truth in Advertising</p> <p>https://www.ftc.gov/news-events/media-resources/truth-advertising (Links to an external site.)</p> <p>https://www.ftc.gov/tips-advice/business-center/guidance/advertising-faqs-guide-small-business (Links to an external site.)</p> <p>Advertising and Marketing on the Internet: Rules of the Road: Federal Trade Commission</p> <p>Advertising-and-marketing-internet-rules-road2018 (1).pdf</p>		
3 2 week module	<p>Fairness in Marketing</p> <ul style="list-style-type: none"> ● Overview of Marketing objectives/defining success ● Consumer Protection and Fairness <ul style="list-style-type: none"> ○ Unfair and Deceptive Acts and Practices ● Meeting Expectations <ul style="list-style-type: none"> ○ Targeting ○ Claims and Offers ○ Fulfillment ○ Disclosures 	<p>18 false advertising scandals that cost some brands millions https://www.businessinsider.com/false-advertising-scandals-2016-3 (Links to an external site.)</p> <p>Top 10 Famous Deceptive Ads https://soldin60secs.wordpress.com/2012/05/25/top-10-famous-deceptive-ads/ (Links to an external site.)</p> <p>5 EXAMPLES OF UNFAIR TRADE PRACTICES AND HOW TO AVOID THEM https://covellaw.com/5-examples-unfair-trade-practices-avoid/</p> <p>“.com Disclosures: How to Make Effective Disclosures in Digital Advertising,” Federal Trade Commission website (https://www.ftc.gov/system/files/documents/plain-language/bus41-dot-com-disclosures-information-about-online-advertising.pdf)</p>	<p>Pricing the EpiPen: This is going to sting (HBR Coursepack)</p>	<p>Week’s Article</p> <ul style="list-style-type: none"> - Answers - Participation in Chatroom required <p>EpiPen Case Study:</p> <ul style="list-style-type: none"> - Summary - Participation in Chatroom required
4	<p>Privacy – Part 1</p> <ul style="list-style-type: none"> ● Personally Identifiable and Sensitive Data 	<p>The Value of Protecting Privacy (HBR Coursepack)</p>	<p>Google and Internet Privacy (HBR Coursepack)</p>	<p>Week’s Article</p> <ul style="list-style-type: none"> - Answers - Participation in Chatroom required

	<ul style="list-style-type: none"> • Collection, Use and Sharing • Rights: US vs EU • Choice/Consent • Disclosures, Statements, Policies <ul style="list-style-type: none"> ○ Latest Privacy Regulations (EU GDPR, CCPA) 	<p>A Summary of 10 key GDPR Requirements https://advisera.com/eugdpracademy/knowledgebase/a-summary-of-10-key-gdpr-requirements/</p> <p>How GDPR will Transform Digital Marketing – (HBR Coursepack)</p>		<p>Google Case Study: Summary Participation in Chatroom required</p>
5	<p>Privacy – Part 2</p> <ul style="list-style-type: none"> • Information Security • Misuse and Data Breach • Application to all Digital Marketing Channels • Marketing to Children • Building Trust and Brand through good privacy practices 	<p>“Protecting Consumer Privacy in an Era of Rapid Change,” Federal Trade Commission website (https://www.ftc.gov/sites/default/files/documents/reports/federal-trade-commission-report-protecting-consumer-privacy-era-rapid-change-recommendations/120326privacyreport.pdf)</p> <p>Customer Data: Designing for Transparency and Trust (HBR Coursepack)</p>	<p>Facebook Confronts a Crisis of Trust (HBR Coursepack)</p>	<p>Week’s Article Answers Participation in Chatroom required</p> <p>Facebook Case Study: Summary Participation in Chatroom required</p>
Spring Break				
6	<p>Online Behavioral Advertising</p> <ul style="list-style-type: none"> • Overview of types of activities • Potential Issues • Importance (Ethics, Legal, Business) • Doing it Right 	<p>“Self-Regulatory Principles for Online Behavioral Advertising,” Internet Advertising Bureau website, April 2014. (https://www.iab.com/news/self-regulatory-principles-for-online-behavioral-advertising/)</p>	<p>Behavioral Targeting: A Case Study of Consumer Tracking on Levis.com (File Provided)</p>	<p>Week’s Article Answers Participation in Chatroom required</p> <p>BuzzFeed Case Study: Summary Participation in Chatroom required</p>
7	<p>Email and Mobile</p> <ul style="list-style-type: none"> • Overview of types of activities <ul style="list-style-type: none"> ○ Email ○ Text ○ Apps • Potential Issues • Importance (Ethics, Legal, Business) 	<p>“CAN-SPAM Act: A Compliance Guide for Business,” Federal Trade Commission website (https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business)</p>	<p>Vodafone in Egypt: National Crises and their Implications for Multinational Corporations (A) (HBR Coursepack)</p>	<p>Week’s Article Answers Participation in Chatroom required</p> <p>Vodafone Case Study: Summary Participation in Chatroom required</p>

	<ul style="list-style-type: none"> Doing it Right 	<p>Step by Step SMS Compliance Checklist https://www.callfire.com/blog/2018/08/16/step-by-step-sms-compliance-checklist</p>		
8	<p>Search and Social</p> <ul style="list-style-type: none"> Overview of types of activities Potential Issues Importance (Ethics, Legal, Business) Doing it Right 	<p>Native Advertising: A Guide for Business https://www.ftc.gov/tips-advice/business-center/guidance/native-advertising-guide-businesses</p> <p>FTC Endorsement Guidelines https://mediakix.com/blog/ftc-endorsement-guidelines-sponsored-infographic/</p> <p>Network Interference: A Legal Guide to the Commercial Risks and Rewards of the Social Media Phenomenon,” April 2014 https://www.reedsmith.com/en/perspectives/2014/04/network-interference-a-legal-guide-to-the-commerce</p> <p>“Social Media: New Evils, Old Challenges,” http://docplayer.net/5688666-Social-media-new-evils-old-challenges.html</p>	<p>Uber and the Ethics of Sharing: Exploring the Societal Promises and Responsibilities of the Sharing Economy (HBR Coursepack)</p>	<p>Week’s Article</p> <ul style="list-style-type: none"> Answers Participation in Chatroom required <p>Uber Case Study:</p> <ul style="list-style-type: none"> Summary Participation in Chatroom required
9	<p>User Generated Content, Viral, Crowdsourcing</p> <ul style="list-style-type: none"> Overview of types of activities Potential Issues Importance (Ethics, Legal, Business) Doing it Right 	<p>Undercover Salespeople: The Ethics Behind Viral Marketing https://katieterbeest.weebly.com/undercover-salespeople-the-ethics-behind-viral-marketing.html</p>	<p>David Dao on United Airlines (HBR Coursepack)</p>	<p>Week’s Articles (2)</p> <ul style="list-style-type: none"> Answers Participation in Chatroom required <p>Mekanism Case Study:</p> <ul style="list-style-type: none"> Summary Participation in Chatroom required
10	<p>Online Reputation Management and Customer Relationship Management</p> <ul style="list-style-type: none"> Overview of types of activities Potential Issues Importance (Ethics, Legal, Business) 	<p>Protecting Brand Equity: Mastering the Legal Aspects of Business (E. Bagley) (HBR Coursepack)</p>	<p>David’s Bridal: Customer Relationship Management in the Digital Age (HBR Coursepack)</p>	<p>Week’s Article</p> <ul style="list-style-type: none"> Answers Participation in Chatroom required <p>David’s Bridal Case Study:</p> <ul style="list-style-type: none"> Summary

	<ul style="list-style-type: none"> • Doing it Right 			Participation in Chatroom required
11	<p>Building Compliance and Ethical Behavior into the job</p> <ul style="list-style-type: none"> • Organization and Collaboration – Marketing and Legal, Compliance teams • Tone from the Top • Codes of Conduct • Policies and Procedures • Processes and Controls • Training • Monitoring and Testing • Issue Management <p>Final Project Review</p>	<p>White Collar Crime (HBR Coursepack)</p> <p>U.S. Department of Justice – Evaluation of Compliance Programs (https://www.justice.gov/criminalfraud-/page/file/937501/download)</p>	<p>Sales Misconduct at Wells Fargo Community Bank (HBR Coursepack)</p>	<p>Week’s Article Answers</p> <p>Participation in Chatroom required</p> <p>Wells Fargo Case Study: Summary</p> <p>Participation in Chatroom required</p>

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]