

**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 (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.
- f. Intellectual Property and Changing Technology.
- g. Computer Crime.
- h. Broader issues on the Impact and Control of Computers.
- i. Professional Ethics and Responsibilities

**Effective Date of Course Content Summary:** September 10, 2008