

## Fall 2025

**Course Preview Week:** August 26 - September 01, 2025

**Semester Dates:** September 02 - December 12, 2025

### **DMK 730 Legal and Ethical Considerations in Digital Marketing** **3**

**Credits**

This course explores the legal and ethical considerations in digital marketing. Topics include data collection, data sharing, security and privacy, intellectual property/copyrights/trademarks, licensing, non-disclosure agreements, contracting, obligations and liabilities, accessibility, international considerations, diversity, equity, inclusion, business ethics, and changing industry regulations. (3 credits)