



**DSM 560: Digital Media Policy, Law**  
**Number of Units: 4**

**Spring 2020 – Day – Time**

**Section: 21875D**

**Location: ANN L101**

**Instructor: Michael Overing**

**Office: ANN 414**

**Office Hours:** Thursdays before class or by appointment.

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### **I. Course Description**

This class explores laws, policies, and regulations affecting online sites, mobile apps, games, and social platforms, including intellectual property, contracts, libel/defamation, and financial aspects of digital content.

### **II. Student Learning Outcomes**

Students will be able to understand the legal strictures affecting digital media and online social media. They will be provided with specific, applicable skills in understanding business enterprises, contracts, etc. and will develop terms of use, terms and conditions and privacy policies for their online business pursuits. Importantly, students will learn the differences between patents, trademarks, copyrights, trade secrets and rights of publicity and be able to apply those skills in their daily lives online and off.

This course is restricted to DSM majors.

#### Required Text

Bagley and Dauchy, Entrepreneur's Guide to Business Law 4<sup>th</sup> Ed. (2012) Cengage.

There will be additional reading assignments from case law, statutes and publications distributed throughout the semester.

### **III. Assignments, Quizzes and Exams**

#### **50% Quizzes**

There will be five short quizzes to be completed on Blackboard, following the assigned reading. These quizzes will test your comprehension of the readings. Each quiz will be worth 10% of your course grade.

#### **10% Class Participation**

Class participation will be based upon attendance, actual participation in class discussions, and signing up/presenting case materials from the assigned readings. Each student will present 4

times during the semester, consisting of a topic area from class that particularly interested the student. A sign up sheet will be made available the second week of class.

**Grading:** Class participation is based upon the contribution to your students by making presentations that are content appropriate to what is studied. Each week there will be several groups of students who will present something interesting from the cases read or from additional reading that they share in class. Students may use any media or show film clips, or prepare power points which elucidate the material. Grading is based upon doing the assignment and assigned a “pass” or “no pass” if no work was done when you agreed to present.

### **15% Midterm Exam**

The midterm examination tests topics covered in the first half of the course. The midterm examination consists of multiple choice questions. It is open book/open note and taken through Blackboard.

### **25% Final Exam**

The final exam is cumulative with the emphasis on the materials covered in the second half of class. It will be held at the time scheduled by the university. The final examination consists of multiple choice questions. It is open book/open note and taken through Blackboard.

<b>Presentation Assignments</b>	<b>Points</b>	<b>% of Grade</b>
Class Presentation #1		2.5
Class Presentation #2		2.5
Class Presentation #3		2.5
Class Presentation #4		2.5
<b>TOTAL</b>		<b>100%</b>

### **b. Grading Scale**

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

### **Laptop Policy**

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the

**Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

**Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20)**

**Friday, January 31:** Last day to register and add classes for Session 001

**Friday, January 31:** Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

**Tuesday, February 4:** Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

**Friday, February 28:** Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, February 28:** Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

**Friday, April 3:** Last day to drop a class with a mark of "W" for Session 001

**WEEKLY SCHEDULE**

<u>DATE</u>	<u>SUBJECT</u>	<u>READINGS</u>
January 16	Intro to Legal System	None
January 23	Business Formation	Ch. 4-6
January 30	Business Capital	Ch. 7 & 13
February 6	Contracts & Sales	Ch. 9-10
February 13	Contracts & Sales pt. 2	Handouts
February 20	Risk Management	Ch. 11
February 27	IP Overview	Ch. 14
March 5	Patents & Trademarks	Handouts
	MIDTERM EXAM	
March 12	Trade Secrets	Handouts
March 19	Spring Break	
March 26	Copyrights pt. 1	Handouts
April 2	Copyrights pt. 2	Handouts

April 9	Copyrights pt. 3	Handouts
April 16	Tort law overview	Handouts
April 23	Exit Strategies	Ch. 16
April 30	Last Class Catch Up	
May 7	FINAL EXAM	

## **Statement on Academic Conduct and Support Systems**

### **a. Academic Conduct**

#### **Plagiarism**

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](https://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](https://policy.usc.edu/scientific-misconduct).

### **b. Support Systems**

Counseling and Mental Health - (213) 740-9355 – 24/7 on call  
[studenthealth.usc.edu/counseling](https://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call  
[suicidepreventionlifeline.org](https://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call  
[studenthealth.usc.edu/sexual-assault](https://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298  
[equity.usc.edu](https://equity.usc.edu), [titleix.usc.edu](https://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race,

color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

[usc-advocate.symplcity.com/care\\_report](https://usc-advocate.symplcity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776

[dsp.usc.edu](https://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

[uscsa.usc.edu](https://uscsa.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

[diversity.usc.edu](https://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.