

MINISTRY OF EDUCATION AND TRAINING
LAC HONG UNIVERSITY

COURSE SYLLABUS

<199013 – MEDIA LAW FOR STRATEGIC COMMUNICATION >

1. GENERAL INFORMATION

Course Title (Vietnamese):	Pháp luật truyền thông cho truyền thông chiến lược
Course Title (English):	Media Law for Strategic Communication
Course Code:	128123
Knowledge Block:	Major Courses
Department in Charge:	Administration – International Economics
Lead Instructor:	MA. Vu Thi Thanh Huyen (Email: huyennngo@lhu.edu.vn)
Teaching Team:	MA. Vo Anh Phuc (phucvo@lhu.edu.vn)
Credits:	3
Theory:	2
Practice:	0
Exercise:	1
Type of course	Compulsory
Pre-academic courses	None
Prerequisite courses	General Law

2. COURSE DESCRIPTION

The course provides students with knowledge of legal frameworks and regulations in Vietnam, the United States, and international law concerning privacy rights and the rights to name and image associated with individuals. It also examines freedom of speech, freedom of religion, and legal issues related to copyright and industrial property rights, particularly trademarks. In addition, the course analyzes advertising in both direct and online media activities on the basis of ensuring media ethics through specific ethical principles. Students will also be able to identify the legal boundaries and potential infringements of these rights in media practices, including defamation cases and other related legal situations.

3 COURSE LEARNING OUTCOMES (CLOs)

Table 1: Course Learning Outcomes (CLOs)

Course Learning Outcomes (CLOs)	Content	Level	Program Learning Outcomes PLOs/SOs/PI (*)
CLO1	Analyze legal regulations on communication and identify specific opportunities and risks affecting businesses.	Knowledge (4)	PLO1 (PI2.2)
CLO2	Demonstrate mastery of communication law through speaking and presentations.	Skill (3)	PLO6 (PI6.1)
CLO3	Comply with legal regulations in strategic communication.	Attitude (2)	PLO8 (PI8.2)

4. COURSE CONTENT AND LESSON PLAN

Table 2: Course content, Lesson plan

Week	Topic / Chapter	Lesson title/Chapter	Lesson Learning Outcomes (LLO)		Teaching and Learning Activities	Teaching Methods	Assessment Methods	References (*)
1	Chương 1	Overview of Media and Media Law • Introduction to media • Overview of the legal framework governing media • General overview of media and media law (continued)	LLO1.1	Identify the nature of communication and the legal documents currently in force that regulate the field of communication.	In-class activities: The lecturer introduces the course overview, regulations, and learning roadmap. Students familiarize themselves with new knowledge by listening, observing, and asking questions. Self-study: Students review the lecture content on the LMS (Learn).	Lecture Questioning	Quizzes and multiple-choice tests	[1], [8]
2		Overview of Media and Media Law	LLO1.2	Comply with ethical principles in communication.	In-class activities: The lecturer presents the relevant content and answers students'	Lecture Questioning	Quizzes and multiple-choice tests	[1], [8]

					questions. Students listen, ask questions, and apply the knowledge to make judgments and solve cases. Self-study: Students review the lecture content on Learn (the LMS).			
3	Chương 2	Internet Security and Privacy Rights in Media Concept of privacy rights Privacy rights in media under U.S. and international law Privacy rights in media under Vietnamese law Personal data Name and image associated with individuals Acts infringing privacy rights and legal liabilities of violating parties in media activities	LLO2.1	Master the legal regulations of Vietnam, the United States, and international law regarding privacy rights	In-class activities: The lecturer presents the relevant content and answers students' questions. Students listen and ask questions. Self-study: Students review the lecture videos on Learn, complete quizzes, and update their knowledge of privacy regulations in	Lecture Group Discussion Problem-Solving	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [5], [9]

		Responsibilities of Vietnamese and U.S. government agencies in protecting consumer privacy Case references involving Intentional Infliction of Emotional Distress (IIED) and Negligent Infliction of Emotional Distress (NIED)			relevant legal documents.			
4			LLO2.2	Master the regulations on privacy rights in communication through real-life case studies.	In-class activities: The lecturer presents the relevant content and answers students' questions. Students listen, ask questions, engage in discussions, and solve cases. Self-study: Students review the lecture videos on Learn, write a short essay, complete quizzes, and update their knowledge of privacy regulations in relevant legal documents.	Lecture Group Discussion Problem-Solving	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [5], [9]
5			LLO2.3	Analyze the current legal regulations to identify acts that	In-class activities: Students analyze and resolve legal	Lecture Group Discussion	Quizzes and multiple-choice tests - Presentation	[1], [2], [3], [5], [9], [11]

				violate privacy rights in cyberspace	cases related to privacy in communication. Self-study: Students systematize legal regulations on privacy and study specific legal cases provided by the lecturer.	Problem-Solving	Case Study Analysis	
6	Chương 3	Freedom of Speech in Media • Concept of freedom of speech • Foundations of freedom of speech • Forms of expression of freedom of speech in media • Overview of press law • Acts infringing freedom of speech in media • Legal liabilities	LLO3.1	Master the regulations on freedom of speech under Vietnamese, U.S., and international law	In-class activities: Present legal issues related to freedom of speech. Self-study: Students compile legal regulations related to freedom of speech in current legal normative documents and review the videos provided by the lecturer on Learn.	Lecture Group Discussion Problem-Solving	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [5], [7], [9]
7			LLO3.2	Master the regulations concerning acts that violate freedom of	In-class activities: Students (or	Group Discussion	Quizzes and multiple-ch	[1], [2], [3], [5], [7], [9], [10]

				speech, including defamation and libel	student groups) present the cases they have compiled for other groups to provide comments and engage in discussion. Self-study: Students review videos and materials on Learn and search for real cases illustrating violations of freedom of speech in communication.	Problem-Solving	choice tests - Presentation Case Study Analysis	
8			LLO3.3	Analyze legal regulations to determine acts that infringe upon freedom of speech in communication	In-class activities: The lecturer presents legal regulations on the basis for determining violations of freedom of speech and the corresponding legal responsibilities in	Group Discussion Problem-Solving	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [3], [5], [7], [9], [10]

					Vietnam and the United States, as well as a comparison of the approaches of the two legal systems to this issue. Self-study: Students review videos and materials on Learn and study the cases provided by the lecturer to identify violations of rights and propose solutions. .			
9	Chương 4	Intellectual Property • Intellectual assets • Intellectual property rights • The impact of intellectual property rights on media activities • Mechanisms for the protection of	LLO4.1	Analyze intellectual property assets and the corresponding intellectual property rights associated with each specific asset	In-class activities: The lecturer presents the relevant content and answers students' questions. Students listen and ask questions.	Lecture Questioning	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [4], [8], [9]

		intellectual property rights			Self-study: Students watch videos, review materials, and complete multiple-choice exercises on the LMS.			
10	Chương 4	Copyright • Concept of copyright and types of copyright protection • Rights and obligations of authors and copyright owners • Exceptions and limitations to copyright • Copyright registration procedures and protection mechanisms • Practical examples of copyright infringement in media	LLO4.2	Analyze knowledge and legal regulations on copyright to resolve specific statements and practical cases	In-class activities: Students present legal issues related to copyright. The lecturer summarizes, provides feedback, and compares the relevant issues between Vietnamese law and U.S. law. Self-study: Students participate in group discussions on topics assigned by the lecturer, search for relevant materials, and	Group Discussion Problem-Solving	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [4], [8], [9]

					update their knowledge based on the documents and videos provided on the LMS.			
11	Chương 4	Trademarks • Concept and types of trademarks • Rights and obligations of trademark owners • Trademark registration procedures and protection mechanisms • The role of trademarks in marketing and media communication • Practical examples of trademark infringement in media	LLO4.3	Analyze legal regulations on trademarks to resolve specific statements and practical cases.	In-class activities: Students present legal issues related to trademarks. The lecturer summarizes, provides feedback, and compares the relevant issues between Vietnamese law and U.S. law. Self-study: Students participate in group discussions on topics assigned by the lecturer, search for relevant materials, and update their knowledge based	Group Discussion	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [3], [4], [8], [9]

					on the documents and videos provided on the LMS.			
12	Chương 5	Advertising Law • General overview of advertising • Overview of advertising law (subjects, objects, rights, and obligations of advertising entities) • Advertising media, content, and legal conditions for advertising • Content and forms of specific advertising methods	LLO5.1	Analyze the legal conditions for advertising associated with specific forms of advertising.	In-class activities: The lecturer presents the relevant content and answers students' questions. Students listen, ask questions, and apply the knowledge to make judgments and complete exercises. Self-study: Students review the content covered in class.	Lecture	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [6]
13			LLO5.2	Analyze advertising regulations to ensure freedom of speech, privacy rights, and cultural values in communication	In-class activities: The lecturer provides cases for students, and students develop advertising plans based on current legal regulations.	Problem-Solving	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [2], [6], [11]

					Self-study: Students review legal regulations on advertising under Vietnamese and U.S. law.			
14	Chương 6	Social Responsibility in Strategic Communication • Legal and ethical foundations ensuring the responsibilities of organizations and individuals in media activities • Basic principles of social responsibility in communication • Responsibilities of individuals and organizations in Vietnam and the United States in media activities	LLO6.1	Comply with regulations on the responsibilities of organizations and individuals in strategic communication activities.	In-class activities: The lecturer presents the relevant content and answers students' questions. Students listen, ask questions, and apply the knowledge to make judgments and complete exercises. Self-study: Students review the content covered in class.	Lecture	Quizzes and multiple-choice tests - Presentation Case Study Analysis	[1], [4], [5], [6], [7], [9], [11]
15			LLO6.2	Comply with regulations on the requirements and responsibilities of relevant actors regarding	In-class activities: Students present their strategic communication plans to the class.	Group Discussion Problem-Solving	Presentation Case Study Analysis	[1], [4], [5], [6], [7], [9], [11]

				communication issues on the Internet.	Other groups provide comments and ask questions, and the lecturer summarizes and clarifies the related issues. Self-study: Students synthesize the content of previous lessons to develop a communication plan that ensures social responsibility, ethical standards in communication, compliance with current legal regulations, and the lecturer's requirements.			
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5 MAPPING COURSE LEARNING OUTCOMES AND LESSON

Table 3: Mapping course learning outcomes and lesson

Lesson Learning Outcomes	Course learning outcomes			Assessment Element
	CLO1	CLO2	CLO3	
LLO1.1	X			A1, A2
LLO1.2			X	A1, A2
LLO2.1		X		A1, A2, A3
LLO2.2		X		A1, A2, A3
LLO2.3	X			A1, A2, A3
LLO3.1		X		A1, A2, A3
LLO3.2		X		A1, A2, A3
LLO3.3	X			A1, A2, A3
LLO4.1	X			A1, A2, A3
LLO4.2	X			A1, A2, A3
LLO4.3	X			A1, A2, A3
LLO5.1	X			A1, A2, A3
LLO5.2	X			A1, A2, A3
LLO6.1			X	A1, A2
LLO6.2			X	A1, A2

6 COURSE ASSESSMENT

Table 4: Course assessment

Component	Assessment Method	Linked CLOs	Weight
A1. Continuous	Quizzes and multiple-choice tests Case Study Analysis	CLO1, CLO2, CLO3	30%
A2. Mid-term	Presentation Case Study Analysis	CLO1, CLO2, CLO3	30%
A3. Final Exam	Case Study Analysis	CLO1, CLO2	40%

7 COURSE REQUIREMENTS AND EXPECTATIONS

- Attend classes in accordance with the university's regulations.
- Read and study the course materials provided by the lecturer before each class session on the Learning Management System (LMS) (learn.lhu.edu.vn).
- Complete homework assignments on the LMS and answer short questions as well as quick in-class exercises; these will be awarded bonus points added to the students' continuous assessment scores.
- Complete all stages of the project in accordance with the schedule provided by the lecturer.

8 LEARNING MATERIALS

Textbook

- [1]. Ho Chi Minh City University of Law, *Textbook of Intellectual Property Law*, Hong Duc Publishing House – Vietnam Lawyers Association, 2022.
- [2]. Hanoi Law University, *Textbook of Intellectual Property Law*, People's Public Security Publishing House, Hanoi, 2021.
- [3]. Posts and Telecommunications Institute of Technology, *Textbook of Law and Ethics in Communication*, Publishing House, 2021.

Reference materials

- [1] The 2013 Constitution of the Socialist Republic of Vietnam, the Constitution of the United States and the First Amendment.
- [2] The 2015 Civil Code and guiding documents for implementation.
- [3] The 2015 Criminal Code (amended and supplemented in 2017) and guiding documents for implementation.
- [4] The 2005 Intellectual Property Law (amended and supplemented in 2009, 2019 and 2022) and guiding documents for implementation.
- [5] The 2016 Press Law and guiding documents for implementation.
- [6] The 2012 Advertising Law and guiding documents for implementation.
- [7] *The Law of Journalism and Mass Communication*.
- [8] The Copyright Law of the United States, link: Copyright Law of the United States | U.S. Copyright Office.
- [9] Section 230 of the Communications Decency Act.
- [10] AZ's Anti-SLAPP law.
- [11] FTC's truth-in-advertising regulation summary, link: Truth In Advertising | Federal Trade Commission.

9. SOFTWARE OR PRACTICAL SUPPORT TOOLS

- Chalk and board
- Projector
- Zoom, HeyHi, Zalo, Facebook, LMS.

Dean / Head of Department

Dong Nai, October 20, 2025

Lecturer

MA Vu Thi Thanh Huyen