

# Module 5: Instructor Guide

This course is designed for multiple audiences for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE) course through their high school. Through this class students can learn the methods and strategies that will enable them to become better marketing practitioners.

## Overview:

In this module, we will discuss the laws and ethics governing e-commerce. We will also survey computer and e-commerce security threats and best practices in cyber security.

Read “Module 5: Lecture Guide Part I” document before having the students complete the following discussions/activities and assignments.

### In-Class Activity to lead to a Discussion #1

In the past, geographic borders have helped governments assert jurisdiction effectively. Give an example of how the Internet has altered the role that borders play in determining jurisdiction in no more than 100 words.

### In-Class Activity to lead to a Discussion #2

Let us say you have an app on your smartphone that you downloaded. Describe how you and the app's seller each received consideration for the transaction in one or two paragraphs.

### In-Class Activity to lead to a Discussion #3

Legal scholars and business professionals have disagreed about the advantages of allowing companies to patent their business processes. The issuing of company patents would be permitted in one answer to this argument, but the patent protection would only last for a brief period—two or three years. Give logical and factual arguments in favor of the granting of short-term business process patents in no more than 200 words. Finish your argument with a suggestion for policy making.

### In-Class Activity to lead to a Discussion #4

To find websites that contain the phrase "privacy declaration," use your preferred search engine. Visit the websites on the list of search results until you come across one with a privacy statement on it. Print the page and submit it along with a 200-word report that includes your responses to the following questions: Is there an opt-in or opt-out policy on the website, or is it unclear what it is from the privacy statement? Does the privacy statement include a specific provision or provisions regarding the collection of information from children? Does the privacy statement explain what happens to the gathered personal data if the firm shuts down or is bought by another business? (State these clauses, if any.)

Finish your report with a paragraph in which you assess the privacy statement's overall clarity.

Read “Module 5: Readings and Videos Part II” document before having the students complete the following discussions/activities and assignments.

#### **In-Class Activity to lead to a Discussion #5**

Explain the distinction between session cookies and persistent cookies in no more than 100 words. Include the usage of each kind of cookie in your response.

#### **In-Class Activity to lead to a Discussion #6**

Write a paragraph outlining how remote wiping software can improve user security for mobile devices.

#### **In-Class Activity to lead to a Discussion #7**

Describe the differences between private-key encryption and public-key encryption in no more than 200 words. Give instances of when and why each might be utilized in your response.

#### **In-Class Activity to lead to a Discussion #8**

Find firewall problems that might occur for a business that uses cloud computing in its online sales system by using your favorite search engine or the resources in your library. Summarize your research in terms of the perimeter expansion issue in no more than 100 words.