



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Year: 2025

Course Prefix: DGM

Course and Section #: 3110WE-001

Course Title: Corporate Issues in Digital Media

Credits: 3

Course Description

Covers business and legal issues in multimedia. Reviews good business practices for the multimedia industry. Studies universal marketing and sales principles and mastery, as well as e-commerce fundamentals. Includes copyright laws and procedures, obtaining permissions, creating and using contracts, protecting corporate assets, standards, security and privacy issues, and other legal issues regarding multimedia communication.

Lab access fee of \$45 for computers applies.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Arlen L. Card, Associate Professor

Student Learning Outcomes

- 1 Identify the initial keys to getting a job, internship, or new client, and how to write a cover letter;
- 2 Describe litigation, its nature and procedure, how cases are won or lost, what gives rise to litigation and how to avoid it by good prior thoughts and actions;
- 3 Analyze intellectual property laws and how they relate to digital media; know how to protect original work and avoid infringing the IP rights of others;
Comprehend the nature and substance of contracts, their sections, provisions, and how contract flaws give rise to litigation; be practiced at identifying (and in some cases correcting) contract flaws to promote profitable business and avoid litigation;
- 5 Recognize entity choices, their liability and tax ramifications, and behaviors that nullify entity benefits;

- 6 Apply universal principles of marketing and how each relate to digital media; have experience creating marketing media;
- 7 Explain the universal principles of sales and how they relate to digital media; have experience creating sales media;
- 8 Compose expository, technical, and persuasive writing commensurate with the level of the professional digital media industry.

Course Materials and Texts

No required text. Information delivered via lecture, demonstration, and practicum.

Recommended supplemental readings:

The 1-Page Marketing Plan: Alan Dib

Pitch Anything: Oren Klaff

Course Requirements

Course Assignments, Assessments, and Grading Policy

Date Due	Details
Wed Jan 15, 2025, 11:59pm	Canvas Quiz 01 – The Cover Letter
Wed Jan 15, 2025, 11:59pm	Cover Letter Assignment
Wed Jan 29, 2025, 11:59pm	Canvas Quiz 02 – Litigation
Wed Feb 05, 2025, 11:59pm	Court Visit Assignment
Wed Feb 12, 2025, 11:59pm	Canvas Quiz 03 – Intellectual Property
Wed Feb 26, 2025, 11:59pm	Canvas Quiz 04 – Contracts
Wed Mar 05, 2025, 01:00pm	1-Page Marketing Plan Reading Quiz
Wed Mar 05, 2025, 01:00pm	Midterm Exam
Wed Mar 12, 2025, 11:59pm	Canvas Quiz 05 – Entities & Tax
Wed Mar 19, 2025, 11:59pm	Contract Review Project
Wed Apr 02, 2025, 11:59pm	Canvas Quiz 06 – Marketing
Wed Apr 02, 2025, 11:59pm	Canvas Quiz 07 – Sales
Wed Apr 09, 2025, 01:00pm	Ad Find Assignment
Wed Apr 09, 2025, 01:00pm	Draft Sales Letter
Wed Apr 16, 2025, 01:00pm	Pitch Anything Reading Quiz
Wed Apr 23, 2025, 01:00pm	Final Draft Sales Letter
Wed Apr 30, 2025, 11:59pm	SRI Receipt
Wed Apr 30, 2025, 03:00pm	Final Exam on Canvas

STUDENTS ARE RESPONSIBLE FOR MEETING ALL DEADLINES AND DUE DATES!

- Attendance and participation are very close to mandatory.
- Use of AI in creating the final project or the Court Notes assignment will be considered cheating, and dealt with accordingly. This is a Writing Enriched course, so do your own writing.

- Assignments late by up to two weeks can still earn the lion's share of available credit. Assignments either over two weeks late or turned in after the last day of regular class will be severely docked. NO ASSIGNMENTS WILL BE ACCEPTED after the last Friday before final exam week. In other words, don't procrastinate. Just stay on top of the work and you'll be fine.
- Grammar and spelling errors are not acceptable. Write well, young friends!
- Help is available in the English Lab in the Liberal Arts Building.

ATTENDANCE POLICY:

Attendance is mandatory because this is an experiential course. Most of what's tested is delivered in class, not from reading. Roll is called on a random basis, usually when too many students are absent. **Each absence and tardy docks points from your attendance grade**, a 100-point total. When you must be absent, get good notes from fellow students (see the above rants). Also, if you are ill, just let me know and do not come share your microbes. Illness is an excused absence as long as you tell me, up to the second such absence. You are still responsible to get the class notes from a fellow student.

GRADING INFORMATION:

Grading Standards:

A = 95% & above A- = 90 - 94 B+ = 87 - 89 B = 83 - 86 B- = 80 - 82 C+ = 77 - 79
C = 73 - 76 C - = 70 - 72 D+ = 67 - 69 D = 63 - 66 D - = 60 - 62 E/F (failing) = Below 60

Required or Recommended Reading Assignments

N/A

General Description of the Subject Matter of Each Lecture or Discussion

Week Topic (with critiques of student work throughout the semester)

1. Getting Your Dream Job & Keeping It
2. Litigation & Alternatives; Litigation Avoidance
3. Intellectual Property Law: Property, ©, ®, TM, Patents
4. Intellectual Property Law, conclusion
5. Licenses v. Works for Hire; Contracts
6. Contracts, continued
7. Contracts, conclusion
8. Freelancing, Being the Entrepreneur; Entity Choice; Tax Structuring
9. Administrative and Regulatory Law
10. Self-Marketing, Persuasion Principles
11. Self-Marketing, Sales, and Job/Client Success 1
12. Self-Marketing, Sales Triggers
13. Self-Marketing, Sales, and Job/Client Success 2
14. Special Topics
15. Mastering the Interview and the Pitch Room
16. Review, Final Exam

Required Course Syllabus Statements

Generative AI

Use of AI in creating the final project or the Court Notes assignment will be considered cheating, and dealt with accordingly. This is a Writing Enriched course, so do your own writing.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.