

Course Syllabus

Week	Date	Topic	Reading Assignments
1	June 3	Privacy in Promotional Activities	"Privacy in Promotional Activities," article in <i>Advertising Compliance Service</i> , by Liisa M. Thomas. Vol. XXVIII, Issue 6, p.7 (March 17, 2008).
2	June 10	Email Advertising	"Lessons Learned in Interactive Advertising: E-Mail Advertising," article in <i>Advertising Compliance Service</i> , by Liisa M. Thomas. Vol. XXVII, Issue 3, p.5 (February 5, 2007). CAN-SPAM Act Definitions and Implementation Under the CAN-SPAM Act, Final Rule (January 19, 2005). Definitions, Implementation, and Reporting Requirements Under the CAN-SPAM Act, Proposed Rule (May 12, 2005) Definitions and Implementation Under the CAN-SPAM Act, Final Rule (May 21, 2008)
3	June 17	Telephone Solicitations	"Lessons Learned in Interactive Advertising: Telephone Solicitations," article in <i>Advertising Compliance Service</i> , by Liisa M. Thomas. Vol. XXVII, Issue 5, p. 3 (March 5, 2007). Telemarketing Consumer Fraud and Abuse Prevention Act (15 USC 6101) TCFAPA FTC Regulations (16 CFR 310) Telephone Consumer Protection Act (47 USC 227) TCPA FCC Regulations (47 CFR 64.1200)
4	June 24	Text Messages and Mobile Marketing	"Mobile Marketing and Text Message Advertising," speech handout for presentation <i>ACI's Second National Corporate Counsel Forum on E-Marketing & Privacy Law</i> (July 18, 2007). CAN-SPAM Act (see Week 2 for copy) CAN-SPAM FCC Regulations (47 CFR 64.3100)

Grading and Assignments

To receive credit for this seminar, students must read the materials listed on this syllabus in advance of each class session and come prepared for and participate in **class discussions** (25%). The final project will be a client memo on an interactive advertising topic. The topic will be distributed to students mid-way through the course. The memo will be due by electronic mail to lmthomas@winston.com on the last day of the summer quarter.

Contact Information

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