

LGST 129
Social Media and Intellectual Property Law
3 Credits

Community College of Baltimore County
Common Course Outline

Description

LGST 129 – Social Media and Intellectual Property Law: explores the legal issues surrounding social media platforms and intellectual property (IP) in the digital age. Students will examine how copyright, trademark, and privacy laws apply to social media content creation, distribution, and use. Key topics include influencer agreements, online defamation, copyright infringement, fair use, and trademark violations. Students will also analyze case law, legislation, and real-world scenarios to understand how intellectual property laws protect creative works and brand identities in an online environment.

Pre-requisites: ESOL 052 and ESOL 100

Overall Course Objectives

Upon completion of this course, students will be able to:

1. Describe the basic principles of intellectual property law, including copyright, trademark, and right of publicity, as they apply to social media;
2. Identify legal issues unique to content creation, including influencer marketing, music licensing, and content monetization;
3. Apply legal standards to social media practices, such as reposting content, using copyrighted music, and parody accounts;
4. Discuss privacy laws and regulations that impact social media users, including General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA);
5. Explain how various social media platforms handle intellectual property infringement and the role of the Digital Millennium Copyright Act (DMCA) in protecting online content;
6. Evaluate the ethical considerations and societal impacts of intellectual property laws on social media use;
7. Analyze case law and legal precedents that have shaped social media law and intellectual property rights; and
8. Create strategies for protecting intellectual property and complying with regulations in the context of social media and digital content.

Major Topics

- I. Introduction to Intellectual Property Law
 - a. Copyright

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- b. Trademark
 - c. Right of Publicity
 - d. Fair Use
- II. Social Media and Content Creation
 - a. Influencer agreements
 - b. Brand partnerships and revenue-sharing
- III. Copyright and Trademark Infringement on Social Media
 - a. Music and video
 - b. Brand identity protection
- IV. Privacy and Data Protection on Social Media
 - a. General Data Protection Regulation (GDPR)
 - b. California Consumer Privacy Act (CCPA)
 - c. Children's Online Privacy Protection Rule (COPPA)
- V. The Digital Millennium Copyright Act (DMCA)
 - a. Take Down Notices
- VI. Defamation, Harassment, and Ethical Considerations
 - a. Defamation
 - b. Ethics

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- One exam incorporating objective questions and analytical/critical thinking components
- One Collaborative Project: students will work in groups to create and analyze a mock social media campaign, identifying potential intellectual property and legal issues
- One research paper on specific intellectual property cases or current social media issues. Students are required to use appropriate academic and legal resources

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