Introduction to Product Counterfeiting
CJ 491

Course is open to existing students and working professionals

Course Overview

The Center for Anti-Counterfeiting and Product Protection (A-CAPP) at Michigan State University offers this new undergraduate course through the School of Criminal Justice.

Students will explore the elements of product counterfeiting and begin to understand how this elicit trade functions, its multidimensional effects, and formal responses to it. Discussions will include defining product counterfeiting, managing trademarks, and understanding how global cultures and markets impact the manufacturing, distribution and sales of counterfeit products. Particular attention will be given to the evolution of methods to combat product counterfeits and what options brand owners and law enforcement have to protect trademarks in the global marketplace. Students that successfully complete the coursework will begin to understand why the FBI has called product counterfeiting the crime of the 21st century.

3-credit, 7 week course
Offered online only, beginning summer of 2014
(May 12—June 26)
Registration begins March 22, 2014

About the Instructor

- Rod Kinghorn -

Mr. Kinghorn is a graduate of Michigan State University and a seasoned brand protection professional. Throughout his 38 year career at General Motors, he served in a variety of brand protection roles, including responsibility for the Global Security Operations.

Since his retirement from General Motors, Mr. Kinghorn offers his expertise to the A-CAPP as an Outreach Specialist. As a member of the A-CAPP team, he works closely with government agencies, professional associations, and brand owners, assisting with their anti-counterfeit strategies.

Non-MSU students please contact Sara Heeg for assistance with registration:
517.432.2204
heegsar1@msu.edu
www.a-capp.msu.edu