



## COURSE SYLLABUS

# International Marketing Law and Consumer Protection, 7.5 credits

*International Marketing Law and Consumer Protection, 7,5 högskolepoäng*

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Course Code:	JIMG14	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Apr 23, 2014	Disciplinary domain:	Law
Valid From:	Aug 1, 2014	Subject group:	JU1
Version:	1	Specialised in:	G1N
		Main field of study:	Commercial Law

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## Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

### *Knowledge and understanding*

1. Understand how to work within key legislative and regulatory frameworks, understanding the laws on marketing, unfair competition, intellectual property and consumer protection.
2. Understand legal systems, contracts, confidentiality, tort and how statements, made in marketing materials, might be affected.
3. Understand EU laws and their impact on national law and different businesses.

### *Skills and abilities*

4. conduct independent research using appropriate source materials of law and policy, to evaluate and effectively use those materials, and to produce independent and collaborative work based on them.
5. demonstrate skills of analysis, evaluation, argumentation and legal reasoning in relation to legal materials concerning marketing, competition and consumer protection.

### *Judgement and approach*

6. evaluate and analyse the legal and policy issues surrounding marketing law, competition law and consumer protection

## Contents

Marketing Law regulates companies' behaviour on the market. Marketing law embraces general rules concerning establishment of companies, marketing and competition, as well as consumer protection and concerns both private law and public law. Other areas of interest are contract law, tort law and intellectual property law (such as branding and trade marks).

Two major areas form the core of marketing law: marketing practices law and competition law. Marketing law, competition law and consumer protection are areas of high priorities for the EU and has been held as a vital part of the European Union's integration efforts. Secondary legislation from the EU focus on consumer protection based on different marketing methods (misleading advertisement, comparative advertising, distance agreements, electronic commerce, etc.) are important to know about

when acting on the European market.

### Type of instruction

Lectures, seminars and research (essays). Active participation at seminars is required.

The teaching is conducted in English.

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### Prerequisites

General entrance requirements and English B, Mathematics C and Civics A and required grade Passed.

Exemption from the requirement of having Swedish course B is given (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The intended learning outcomes are examined through a number of assessments including examinations, essays and seminars.

ILO 1, 2, 3 & 5 Written examination

ILO 3, 4, 5 & 6 Seminars and essays

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

### Course literature

#### Literature

- Peter Gillies, Niloufer Selvadurai, Marketing Law, Federation press (2008);
- David Nowak Robert Reiter, Marketing Law
- A brief guide European and International aspects of Marketing Law, GRIN (2002)