



COURSE SYLLABUS

International Marketing Law and Consumer Protection,

7.5 credits

International Marketing Law and Consumer Protection, 7,5 högskolepoäng

Course Code: JIMG14	Education Cycle: First-cycle level
Confirmed by: Council for Undergraduate and Masters Education Apr 23, 2014	Disciplinary domain: Law
Revised by: Examiner Oct 13, 2022	Subject group: JU1
Valid From: Jan 16, 2023	Specialised in: G1N
Version: 4	Main field of study: Commercial Law

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 understand the effective use of those materials, and to produce independent and collaborative reports 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 analyze 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.

Connection to Research and Practice

The course aims to provide students with a foundation on how to successfully bring a new product or service to market following all the relevant legal rules. The practical connections brought into the course are the study and analysis of successful business models as well as cases in which failure to comply with legal standards has led to the failure of potentially successful products or services. In order to do so, the course connects to contemporary literatures in the focus areas and through a series of practical case studies and legislative reports. The course also connects to a range of JIBS' focus areas and guiding principles including Ethics and responsible marketing, Internationalization, Marketing Innovation.

Type of instruction

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

The teaching is conducted in English.

Prerequisites

General entrance requirements and English B, Mathematics C and Civics A and required grade Passed (or the equivalent). Exemption from the requirement of having Swedish course B is given.

Examination and grades

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

Individual course assignments (ILOs: number 3, 4, 5 and 6) representing 4 credits

Individual written exam (ILOs: 1, 2, 3, 5) representing 3.5 credits

Registration of examination:

Name of the Test	Value	Grading
Individual course assignments ¹	4 credits	A/B/C/D/E/FX/F
Individual written exam ¹	3.5 credits	A/B/C/D/E/FX/F

¹ All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the

course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

1. Andrej Savi, EU Internet Law, 3rd Edition, Edward Elgar, 2022 395 p. (8 chapter)
2. Marketing and advertising law in a process of harmonisation. Ulf Bernitz, Caroline Heide-Jørgensen, Oxford, 2017 266 p.
3. Rethinking EU Consumer Law, Christian Twigg-Flesner, Geraint Howells, Thomas Wilhelmsson, 2018. 349 p.