



KURSPLAN

International Marketing Law and Consumer Protection, 7,5 högskolepoäng

International Marketing Law and Consumer Protection, 7.5 credits

Kurskod:	JIMG14	Utbildningsnivå:	Grundnivå
Fastställd av:	Council for Undergraduate and Masters Education 2014-04-23	Utbildningsområde:	Juridiska området
Reviderad av:	Examinator 2022-10-13	Ämnesgrupp:	JU1
Gäller fr.o.m.:	2023-01-16	Fördjupning:	G1N
Version:	4	Huvudområde:	Handelsrätt

Innehåll

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.

Undervisningsformer

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

Undervisningen bedrivs på engelska.

Förkunskapskrav

Grundläggande behörighet samt Engelska B, Matematik C, Samhällskunskap A. Eller: Matematik 3b/3c, Samhällskunskap 1b/1a1+1a2. med lägst betyget Godkänd/E (eller motsvarande kunskaper). Dispens medges från kravet i Svenska.

Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller 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

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual course assignments ¹	4 hp	A/B/C/D/E/FX/F
Individual written exam ¹	3,5 hp	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.

Kursvärdering

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.

Övrigt

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.

Kurslitteratur

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.