



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: 3	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

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

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.