



APPLIES TO ACADEMIC YEAR 2003/2004

JUR 1030 Marketing Law

Program

Associate Degree Program in Trade and Retail Management, Foundation Program in Business Administration, Master's Degree Program in Marketing Management 2. year

Responsible for the course

Sverre F. Langfeldt

Department

Accounting - Auditing and Law

Term

According to study plan

ECTS Credits

6

Objective

The purpose of the course is to provide an overview of the most important laws and regulations relating to marketing and the sale of goods and services. The goal is to develop the students' capacity for legal reasoning by teaching them how to apply the most important elements of market law, as well as essential civil-law rules and regulations and ethical norms, focusing particularly on legislation regulating marketing.

Prerequisites

No particular prerequisites

Compulsory literature

Gundersen, Fridtjof F., Sverre F. Langfeldt og Tore Bråthen: *Lov og rett for næringslivet*. 10.th. ed. Oslo 2003: Universitetsforlaget/Focus Forlag. (Chap. 1, 2 3, 4, 5, 6 og 7)

Recommended literature

Langfeldt, Sverre F. (red.) *Lovsamling til Lov og rett for næringslivet*. 10th.ed.(updated as pr. July 2003) Oslo 2003. Universitetsforlaget/Focus Forlag.
Gundersen, Fr.Fr.: *Praktisk jus. Spørsmål og svar*: Latest edition, Sandvika
Langfeldt, Sverre F.: *Oppgavesamling i rettslære*. 7th. ed., Oslo 2002: Focus Forlag.
Langfeldt, Sverre F. og Øyvind U. Kavåg: *Kompendium i markedsrett*. 3rd. ed. Oslo 2003: Focus Forlag.

Course outline

1. Laws relating to marketing control and terms of contracts
2. Antitrust and competition law
3. The use of copyright material in marketing, protection of trademarks, patterns and design
4. Limitations relating to marketing, particularly as regards medicines, tobacco and alcoholic beverages. Marketing on TV and radio
5. Marketing directed against children
6. General contract law
7. Purchase law and consumer protection
8. Product control and product liability

Computer-based tools

Computer-based tools are not used.

Course structure

The course is based on 36 hours of lectures and 6 hours of interactive exercises. Students are required to purchase and bring with them the required study aids to the lectures and to acquaint themselves with these through the study of various topics. In particular, knowledge

relating to legal rules dealt with in the textbooks or discussed in lectures is required. Teaching through lectures requires that students prepare for these in advance. The lectures will focus on themes that are known to cause problems. Parts of the syllabus will have to be studied independently..

Evaluation

A three-hour individual written examination concludes the course.

Evaluation code(s)

JUR 10301 - written exam, which accounts for 100% of the grade in JUR 1030, 6 credits

Aids at the examination

All written aids are permitted.

Makeup exam

A makeup exam is held in every term.