JUR 3430 Marketing Law

Programme
Bachelor in Marketing (1. year), Foundation Program in Marketeconomy

Responsible for the course
Monica Viken

Department
Department of Accounting - Auditing and Law

Term
According to study plan

ECTS Credits
7,5

Language of instruction
Norwegian

Introduction
The course provides an introduction to the legal framework for companies relating to consumers and for companies operating in a competitive market. Understanding the legal framework in business and industry is decisive for setting up and keeping a business alive, regardless of line of business. Lacking knowledge on legal regulation of competition protection may entail major economic losses for companies with significant intangible assets such as trademark rights or patented rights. Basic knowledge of the possibilities in the rules for competition protection may, on the other hand, contribute to increased earnings and securing the existence of the company. A breach of public-law rules that protect consumers may result in penalties and fees for the company. The course shall give the students an in-depth understanding of the legal regulations and an introduction to understanding the rules.

Learning outcome
Acquired knowledge
The students shall acquire a basic understanding of the main laws and rules that apply for marketing and sale of goods and services. The students shall be familiar with rules that protect the consumers and rules that regulate the relationship between companies.

Acquired skills
The students shall be able to account for the main rules of law in marketing law and place them in relation to the civil-law regulation of buying and selling. They shall be able to identify legal problems and be capable of analysing problem complexes based on legal sources.

Reflection
The students shall also be aware of the grey area outside the clearly defined rules and the ethical principles established in legal standards in the legislation, and understand how these issues can be handled in practice.

Prerequisites
No particular prerequisites.

Compulsory reading
Books:
Langfeldt, Sverre F. 2009. Oppgavesamling i rettslære med løsningsveiledninger : med bl.a. eksamensoppgaver i rettslære på revisorstudiet, bedriftsrett på siviløkonomstudiet, juridiske emner på bachelorstudiet 2003-2009. 10. utg. Focus
Langfeldt, Sverre F. og Tore Bråthen. Lov og rett for næringslivet. siste utg. Universitetsforlager : Focus forlag. kap 1, 2, 3, 5 og 6. (Forrige utgave kan også benyttes)
Langfeldt, Sverre F., red. Næringslivets lovsamling 1687- ... til Lov og rett for næringslivet. siste utg. Universitetsforlaget

Recommended reading

Other:

Langfeldt, Sverre F. og Monica Viken. 2010. Arbeidshefte i juridiske emner. Oslo: Focus Forlag

Course outline
- Review of sources of law and legal method
- The main aspects of labour law
- The main aspects of the law of sales
- The rules on the consumers' right of cancellation
- The marketing practices Act rules on consumer protection
- Competition protection and intellectual property law

Computer-based tools
No specified computer-based tools are required.

Learning process and workload
The course consists of 45 lecture hours altogether, with 35 hours of lectures and 10 hours with cases and assignments. The students will work on small cases or assignments on each topic. The cases and assignments will be reviewed in class. Students are expected to have studied the relevant syllabus material and rules of law to be covered in each lecture. Students are expected to bring the code of laws and other supporting materials to class, so that they become familiar with using them in the study of various topics. Parts of the syllabus must be acquired through self-tuition. The lectures will mainly cover the most important problem areas only.The lecture plan will show what topics will be covered in the common course and specialization sections.

Activity	Hours
Participation	35
Assignments organized by lecturer	10
Preparations for lectures	45
Self-tuition/reading syllabus	45
Working on cases/assignments	60
Exam	5
Recommended total workload	200

E-learning
The e-learning platform Apollon is used by the e-learning centre. The e-learning teacher publishes course material, exercises (including mini-exercises with the teacher's comments), cases and digital learning resources. The students are given the opportunity to communicate with the e-learning teacher and co-students. Module sessions are carried out at the beginning of the semester and before exams. The e-learning students are also offered a study guide which is an educational guide to the syllabus. The mandatory exercises in the course and feedback/reviews are given through Apollon.

Recommended workload in hours

Activity	Hours
Participation at lectures (weekend sessions)	8
Assignments organized by lecturer*	10
Preparations for lectures	12
Work on syllabus, study guide, hand-in exercises and case, assignments , assignments, activities on Apollon	165
Exam	5
Recommended total workload	200

*Through Apollon

Use of hours
Regular lectures: 35 hours
Work on cases during teaching: 10 hours

Assignments and cases will be part of the teaching in the auditorium, but students are expected to work on small cases independently, either in class or as "homework". The cases and assignments will always be reviewed in class allowing for discussions.

The following topics may be taught together with the class in JUR 3420 Business Law:
Legal method, contract law and law of sales, totalling about 18 lecture hours.

Examination
A 5-hour individual written exam concludes the course.

Examination code(s)

JUR 34301 – Written exam which accounts for 100% of the grade in the course JUR 3430 Marketing Law.

Examination support materials
All written aids are allowed at the exam.
Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
http://www.bi.edu/studenthandbook/examaids

Re-sit examination
A re-sit examination is offered every term.

Additional information