



APPLIES TO ACADEMIC YEAR 2016/2017

JUR 3631 Marketing Law and Ethics

Programme

Bachelor of Marketing Management (3. year)

Responsible for the course

Monica Viken

Department

Department of 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 all kind of companies, with a special focus on companies related to consumer rights. This trading companies and business to consumer industry knowledge of the legal framework are of great importance. New communication channels and new market places, e.g. digital channels, increase the need for knowledge of legal consequences connected to strategic decisions. The course focuses on contract law, sales of goods, marketing control act and intellectual property rights (design, trademark, copyright and patent). The students will also gain an understanding of ethical principles of importance in business society. The course shall give the students an in-depth understanding of the legal regulations and an introduction to ethical standards connected to 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. They shall be familiar with contract law, law of sales and marketing control rules. They shall gain knowledge on how to protect intellectual property and gain an overview of design, copyright, trademark and patents. 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 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. They shall be able to discuss and solve legal questions related to marketing.

Reflection

The students shall also be aware of the grey area outside the clearly defined rules. They shall understand the ethical principles established in legal standards in the legislation. They shall be able to assess terms like "good business practice" and understand how these issues can be handled in practice.

Prerequisites

Compulsory reading

Books:

Langfeldt, Bråthen, Viken, Minde. Lov og rett for næringslivet. Siste utg. Gyldendal forlag. kap 1, 2, 3, 5 og 6
Langfeldt, Sverre Faafeng, red. Næringslivets lovsamling 1687- ... til Lov og rett for næringslivet. Siste utg. Universitetsforlaget : Focus Forlag

Recommended reading

Books:

Langfeldt, Sverre Faafeng, red. 2015. Oppgavesamling i rettslære med løsningsveiledninger : eksamensoppgaver i rettslære på revisorstudiet, på siviløkonomstudiet og på bachelorstudiene 2004-2015. 11. utg. Focus

Course outline

- Review of sources of law and legal method
- Ethics and law
- The main aspects of contract law
- The main aspects of the law of sales
- The rules on the consumers' right of cancellation
- The Marketing Control Act rules on consumer protection
- Competition protection and intellectual property law

Computer-based tools

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	Use of 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

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.

Examination

A 5-hour individual written exam concludes the course.

Examination code(s)

JUR 36311 – Written exam which accounts for 100 % of the grade in the course JUR 3631 Marketing Law and ethics.

Examination support materials

The Norwegian code of laws or another compilation of laws, reprints of laws, regulations and draft laws.

Examination support materials at written examinations are explained under examination information in the student portal @BI. Please note use of calculator and dictionary: https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx.

Re-sit examination

A re-sit examination is offered every term.

Additional information