

COURSE DESCRIPTION

MARKETING LAW

1. Bachelor degree:	Bachelor in International Marketing and Relationship Management
2. Course:	Marketing Law
3. Semester:	5th semester
4. Credits:	10
5. Course co-ordinator:	Assistant Professor Alf Johan Hofsløtt
6. Contact hours:	The lecturer is obliged to spend 50h in class with students
7. Prerequisites:	None
8. Course description:	
9. Goals:	The professional business players in the market have to comply to the judicial framework this is valid at any given time. It goes without saying that they have to know the basic law that regulates their own business. The students will be presented with the basic rule of law, its purpose and its functions within important areas in society, in particular such as financial activities. Moreover, the students will be trained to analyse, estimate and solve judicial conflicts.
10. Topics:	Judicial method/source of law General law of contract Law of sales Law of torts Administrative law Marketing law Competitive protection Price and competitive law
11. Teaching methods:	Lectures, dialogue and group work. During the course the students will work with a series of cases to be solved either in groups or alone. Gjennomgang av oppgavene vil bli gitt i plenum og til flere oppgaver vil løsningsforslag bli utlevert.
12. Assessment:	Individual 3h written exam (counts 100%). Every aid may be used at the exam: Collection of laws, text book, notes. .
13. Compulsory literature with number of pages	Sverre Faafeng Langfeldt/Tore Bråthen (2006) Lov og rett i næringslivet, Focus Forlag, ISBN: 8215009867. The numbers of pages to be studied are app. 300. In addition has to be counted the number of pages pertaining to laws that are studied in the course. Sverre Faafeng Langfeldt/Tore Bråthen (2006) Næringslivets lovsamling 1687-2006, Focus Forlag, ISBN: 8215009859.
14. Suggested:	

