

COURSE DESCRIPTION

MRE2100 Marketing Law

1. Degree	Bachelor of Marketing and Internationalization Strategies Bachelor of Advertising and Brand Management
2. Year/semester	3 rd year – 5 th semester 2 nd year – 4 th semester
3. Credits	10
4. Course instructor	Assistant Professor Alf Johan Hofslett
5. Contact hours	50 hours
6. Prerequisites	General study qualifications
7. Learning goals	The players in the market operate their businesses within the legal framework which is in force at any given time, both the rules regulating affairs between businesses and between businesses and consumers. Other regulations also govern relationships between businesses and the public authorities. Course participants will acquire an understanding of the basic law and regulations and their purposes. They will also receive training in analysing, evaluating and resolving legal conflicts.
8. Course contents	Legal methods/sources-of-law theory General contract law Law of sales Law of damages Marketing law Competition law
9. Method of instruction	The teaching will alternate between lectures, dialogues and group work. Students will be given practical assignments (cases), which will be discussed in class; the solutions to several of these assignments will be handed out in class.
10. Assessment	Written individual examination of more than 3 hours. All

	examination aids permitted.
11. Course syllabus	<p>Langfeldt, Sverre Faafeng, red. 2009. <i>Lov og rett for næringslivet: lovsamling</i>. 16 utg. Oslo: Universitetsforlaget. ISBN: 9788215014852. Sider: (relevante lover tilknyttet pensum). Price: 349,-.</p> <p>Langfeldt, Sverre Faafeng og Tore Bråthen. 2008. <i>Lov og rett for næringslivet: lærebok</i>. 15. utg. Oslo: Universitetsforlaget. ISBN: 9788215013060. Pages: c. 300. Price: 649,-.</p>
12. Recommended reading	