

**COURSE DATA****Data Subject**

Code	35845
Name	Legal aspects of marketing and advertising
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	28 - Legal aspects of marketing and advertising	Optional

Coordination

Name	Department
CUESTA LOPEZ, JOSE VALERIANO	70 - Mercantile Law 'Manuel Broseta Pont'

SUMMARY

The Legal Aspects of Marketing and Advertising subject is taught in the first semester of the fourth year of the Bachelor's Degree in Business Administration and Management as an elective in the Business Management curricular itinerary.

This subject is important in the training of the student since it introduces him to the basic legal concepts necessary to know the legal regime of advertising and marketing.

It is intended that the Graduate in Business Administration and Management know the fundamental concepts and the regulations applicable to advertising activity.

The student must also know the legal regime of sales promotions, product design, brands, sponsorship and patronage contracts, intellectual property and sales techniques.

From these data we can point out as essential points of the subject the following:

Legal control of advertising. Illegal advertising in our legal system. Knowledge of the elementary aspects of the regulations on the design of products and their distinctive signs as ways of presenting products to the consumer. Sponsorship and patronage contracts, and the transmission of industrial and intellectual property. Regulation of sales techniques, especially off-site, remote and electronic sales.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No se requieren conocimientos previos

OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Be able to analyse and search for information from different sources.
- Be able to make decisions.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show creativity.
- Have initiative and entrepreneurial spirit.
- Acquire interdisciplinary knowledge of the company and its social, economic, institutional and legal environment, and of the basic elements of the management process, such as organisation and administration, accounting, taxation, operations, human resources, marketing, financing and investment.
- Know the basic concepts and legal regulations of marketing, advertising, sales, sponsorship and patronage.

LEARNING OUTCOMES

The results that the student must obtain once the subject of Legal Aspects of Marketing and Advertising will be the following:

Ability to interpret legal, jurisprudential and legal textsAbility to differentiate the regulations applicable to a specific case and the hierarchy of regulations, in order to know the legal limitsKnowledge of the necessary conditions for the exercise of advertising and marketing activity.Comprehensive knowledge of the legal regime of advertising activity.Identification and correct interpretation of the obligations arising from the advertising contracts.Knowledge of the basic elements of advertising contractsAbility to assess the legal dimension of advertising.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	22,50	100
Classroom practices	22,50	100
Development of individual work	30,00	0
Preparation of evaluation activities	20,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	7,50	0
TOTAL	112,50	

TEACHING METHODOLOGY

The appropriate methodology for teaching the subject of Commercial Law combines the lectures with the active work of the student, both in the theoretical classes and in the practical, through the completion of exercises and presentation of work.

The active work of the student is basic to achieve the objectives described in the learning results, for this, it is recommended to prepare the different subjects before the corresponding face-to-face class. The teacher will not explain all the issues that make up the syllabus, but will focus the class on the most complex issues of each of the lessons and will not limit himself to repeating the information contained in the legal texts, which the student must learn to handle, and in the basic bibliography.

In addition, students will carry out in groups and present orally, a work on one of the topics that make up the program.

In the practical part, the materials included in the practical dossier will be worked on in class. Individual and team work will be encouraged in order for the student to acquire the ability to identify legal sources for the resolution of the practical cases raised, promoting in any case the capacity for analysis and synthesis.

EVALUATION

The subjects that make up this subject will be evaluated based on the consideration of the following aspects:

Synthesis test that evaluates the level of achievement of the learning results and especially those focused on the specific competences of the subject with respect to content and application. The percentage of the synthesis test will represent 60% of the total of the final assessment and will be divided into two parts, theoretical and practical.

Continuous evaluation of the student: based on their participation and involvement in the teaching-learning process. The continuous evaluation will be carried out through seminars, resolution of cases and other activities oriented to the practical application of the theoretical contents. The preparation of works / reports and / or oral presentations will also be included, with defense of the positions developed by the student. This section will represent 40% of the total assessment of the subject.

Continuous assessment activities (directed or complementary) will not be recoverable on second call when, due to their nature, it is not possible to design a test that assesses the acquisition of learning results



on second call. This fact will be determined in the annex of the teacher who will specify the directed and complementary activities that will be carried out within the framework of this teaching guide.

To pass the course it is necessary to have passed the synthesis test, which will be unique for all groups. Although the continuous evaluation has been followed, totally or partially, if the student does not appear for the final evaluation test, the note that will be included in the minutes will be NOT PRESENTED.

Exceptionally, if the student requests it, and in view of the circumstances of the specific case, they may qualify with SUSPENSO, with the percentage mark resulting from the continuous evaluation.

The minimum qualification in the global calculation will be 5 points.

In case of not passing the synthesis test, the grade that will appear in the minutes will be determined from the weighted sum of the scores obtained in continuous evaluation and final synthesis test without, in any case, exceeding 4.5 (failure).

The date of the exam will be determined by the CAT and approved by the Center Board.

Regardless of the general evaluation system (written or oral), the teacher may determine in the annex the possibility of changing the examination system when he is forced to take the objective test on dates other than the official one in application of the rules provided for case of coincidence in the dates of examinations in the Regulation of evaluation and qualification of the University of Valencia.

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