

# Syllabus

for course at first level

**Legal Perspectives on Market Communication**  
**Marknadsjuridiska perspektiv**

**7.5 Higher Education**  
**Credits**  
**7.5 ECTS credits**

|                          |  |
|--------------------------|--|
| <b>Course code:</b>      | PR1526   |
| <b>Valid from:</b>       | Spring 2022  |
| <b>Date of approval:</b> | 2019-11-26   |
| <b>Changed:</b>          | 2021-07-05   |
| <b>Department</b>        | Stockholm Business School  |
| <b>Main field:</b>       | Advertising and Public Relations                                     |
| <b>Specialisation:</b>   | G1N - First cycle, has only upper-secondary level entry requirements |

## Decision

This syllabus was approved by the Head of department at Stockholm Business School 2019-11-26. The revision was decided by the head of department 2021-07-05.

## Prerequisites and special admittance requirements

English 6, Mathematics 3b alt. 3c and Civics 1b alt 1a1 + 1a2.

## Course structure

| Examination code | Name                                       | Higher Education Credits |
|------------------|--|--------------------------|
| 1526             | Legal Perspectives on Market Communication | 7.5                      |

## Course content

The course deals with media and marketing law including its various and sometimes opposing interests. The main areas of law studied are marketing law and intellectual property law. Marketing law regulates the rules surrounding how advertising and other types of marketing are to be designed. Intellectual property law questions within the course focus on copyright, design and trademarks. Special consideration is given to how these intellectual property rights can be used in practice as legal protection and as a competitive advantage. Certain aspects of trade secrets and their relationship to the exclusive rights are also covered in the course. Furthermore, the role of freedom of expression, freedom of the press, protection of privacy and the principle of openness are discussed as they relate to media and marketing law.

## Learning outcomes

The overall aim of the course is to advance the students' knowledge of legal norms and ethical approaches within media and marketing law.

Upon completion of the course, students are expected to be able to:

Knowledge and understanding

1. Describe and explain legal and ethical issues within media and marketing law.

Skills and abilities

2. Orally describe and discuss ethical and legal issues within the course's subject area.

3. Identify and apply legal norms and ethical principles in concrete cases by employing appropriate methods

within the course's subject area.

Judgement and approach

4. Analyse and assess different solutions by considering economic, social and cultural interests that form the basis for media and marketing law.

### **Education**

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload is 200 hours equivalent to 7,5 ECTS.

The language of instruction is Swedish.

### **Forms of examination**

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks.

1. Individually written examination: assesses learning outcomes 1, 3 and 4 and constitutes 75 % of total course score.

2. Final seminar: assesses learning outcomes 2 and 4 and constitutes 25 % of total course score.

The final seminar includes a written assignment, a peer assessment and a presentation of a court case. The written assignment and peer assessment must be submitted before the seminar. No points are given if a student does not submit the written assignment or does not present a court case. Submissions that are not submitted on time are not assessed.

In order to receive the final grade for the course, the student is to be assessed on all four intended learning outcomes and is therefore required to participate in all assessment tasks.

The examination takes place in Swedish.

If the student has a certificate from Stockholm University with a recommendation for special support, the examiner has the opportunity to give an adapted test or let the student complete the test in an alternative way.

Grading scale

Grading takes place according to a criterion-referenced seven-point grading scale:

A = Excellent

B = Very good

C = Good

D = Satisfactory

E = Sufficient

Fx = Failed, some more work required

F = Failed, much more work required

Grading criteria

The course's grading criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. A higher grade-level presupposes the abilities at lower levels.

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and

use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good)□

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory)□

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient)□

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail)□

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail)□

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Assessment criteria

The course's assessment criteria, which serve as support for the assessment of the course's assessment tasks, are announced at the start of the course.

Final grade

The course comprises 0–100 course points. Receiving a passing grade requires at least 50 course points and at least 50 points from assessment task 1. The scale for the final grade is tied to fixed score intervals: A: 90–100; B: 80–89; C: 70–79; D: 60–69; E: 50–59; Fx: 45–49; F: 0–44. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course. Current rounding rules are applied (0,5–0,9 course points are rounded up to the nearest higher, full course point).

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

All assessment tasks are assessed on a 100-point scale.

The student is responsible for completing the course's assessment tasks, that a sufficient amount of course points is earned and a passing course grade is obtained. If a passing course grade is not obtained during the course's first scheduled occasion, the course's weightiest assessment task can be taken at the course's second scheduled occasion, with retained course points from the course's other assessment tasks. All other assessment tasks are offered once during the course.

If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E. If less than 45 course points are achieved, a grade F is obtained. The final grades Fx and F mean that the student must re-register for the course, whereby previously obtained course credits expire. Re-registration implies that first-time registered students have priority access to the course's group registration.

If there are special reasons, the examiner may grant the student exemption from the obligation to participate in certain compulsory teaching or completion of compulsory parts. The student can then be assigned a compensation assignment.

Assessment tasks which are not submitted on time are not assessed.

Supplementary assignments

The head of course provides a supplementary assignment for a student who receives the grade Fx. The following applies:

- The supplementary assignment can only be assessed against the grade E.
- The supplementary assignment is carried out according to the instructions given by the head of course and

is submitted within 2 semester weeks after the course results have been announced.

– If a complementary task is not completed within this time limit, the course grade Fx is confirmed.

### **Interim**

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

### **Limitations**

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

### **Misc**

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

### **Required reading**

Course literature and other teaching materials are specified on the course's webpage no later than two months prior to the course commences.