

School / Faculty: Federation Business School

Course Title: MARKETING LAW

Course ID: BULAW3741

Credit Points: 15.00

Prerequisite(s): (Highly Recommend BUMKT1501) (BL502 or BULAW1502) (At least 105 credit points from ANY subject-area at any level)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080505

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Assess the impact of the legal and international environment on marketing decisions and the need for legal compliance
- K2.** Evaluate the policy behind regulating for competition and consumer protection
- K3.** Judge how relevant legislation affects product/service standards, pricing, distribution and promotion strategies
- K4.** Examine what laws and processes exist to protect the value of products/services to be or being marketed and the interests and reputation of business traders
- K5.** Analyse the laws of contract, negligence, intellectual property, trade practices and other industry-based legislation and what compliance challenges these present for organisations
- K6.** Assess the legal implications of marketing strategies so that a risk management approach can be taken

Skills:

- S1.** Analyse legal issues that affect marketing strategies in the domestic and international environments

Course Outline (Higher Education)

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- S2.** Create and critique compliance strategies for organisations that also permit goal attainment
- S3.** Apply relevant marketing law principles and precedences to scenario analysis
- S4.** Explore marketing and the law and present the issues through written and/or oral communication)
- S5.** Reflect on ones own perspective and evaluate other perspectives to justify arguments

Application of knowledge and skills:

- A1.** Integrate ethical, sustainability and social responsibility perspectives into the context of marketing law
- A2.** Apply analytical, critical thinking and problem solving skills in scenario analysis
- A3.** Investigate issues with responsibility and accountability for own learning and professional practice and in collaboration with others

Course Content:

Topics may include:

- The impact of the Australian legal system and international standards and rules on the management of marketing strategy
- Laws regulating the standards expected of products and of services
- Laws regulating the advertising of products and services
- Laws regulating pricing and distribution strategies

Values and Graduate Attributes:

Values:

- V1.** learn from other students in the class by encouraging those with a marketing background and those with a law background to work together and share their accumulated knowledge
- V2.** be curious, self-reflective and inquiring
- V3.** accept responsibility for their own learning
- V4.** comprehend the interconnectedness of various laws , ethics, sustainability and social responsibility
- V5.** recognise that learning is a lifelong endeavour

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	On-going assessment and application	High
Critical, creative and enquiring learners	Student-centred learning approach	High

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Capable, flexible and work ready	Demonstrate awareness and be willing to critique the impact of law and proposed amendment on society and the environment	Medium
Responsible, ethical and engaged citizens	Be an active participant in class, the community and society	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K5 S1, S2, S5, S6 A1, A3, A6	Presentation and report	Group project	10-20%
K1, K3, K4, K6 S1, S4 A2, A3	Written Assignment	Individual Essay or Report	30-40%
K1, K3, K5 S4, S5 A1 A2	Contribution to Wikis and Blogs	Online semester-long exercise	10-15%
K2, K3, K5 S1, S3, S4 A1, A2	Invigilated Examination	Examination	25-50%

Adopted Reference Style:

APA