Institute of Technology Tallaght
Institiúid Teicneolaíochta Tamhlacht

LAWS H4000: Marketing Law
Extra Header Data

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BMKTG_HD	Higher Diploma in Business in Marketing	7	Mandatory
TA_BMKTG_HD	Higher Diploma in Business in Marketing	10	Mandatory

Short Title:	Marketing Law APPROVED
Full Title:	Marketing Law

Module Code:	LAWS H4000	**NFQ Level:**	8	**ECTS Credits:**	5

Reviewed By:	ADRIAN PAYNE

Description:	The aims of this module are: To introduce the student to the legal system and to explore selected areas of law relevant to business, particularly marketing; The knowledge gained in this module will enable the student to limit the legal exposure of the business and liaise effectively with legal advisers.

Learning Outcomes:

On successful completion of this module the learner will be able to

1. Demonstrate an understanding of the implications of the relevant legal principles for marketing.
2. Describe the courts, sources of law and EU Institutions.
3. Apply the knowledge of business law and consumer law so as to limit the legal exposure of the business.
4. Form enforceable contracts using the knowledge of business law and consumer law.

LAWS H4000: Marketing Law
Extra Header Data

Module Content & Assessment

Content
Introduction to the Legal System Sources of law; The Courts, including the small claims court; EU Institutions. **Introduction to Business Law** Company law: separate legal personality, memorandum and articles, ultra vires; Torts of negligence, passing off and defamation; Formation of contracts; Patents, trademarks, copyright and designs. **Consumer Law** Sale of Goods and Supply of Services; Consumer Information, Misleading Advertising; Product Liability; Unfair Terms; Consumer Credit; Package Holidays; Data Protection and Freedom of Information; Electronic contracts and consumer protection.

Assessment Breakdown	%
Course Work	30%
End of Semester Formal Examination	70%

	Outcome addressed	*% of total*	*Assessment Date*
Formal End-of-Semester Examination	1,2,3,4	70%	Semester End

Coursework Breakdown				
Type	*Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Continuous Assessment	The learner may be asked to carry out various practical work, for example: Review of the terms and conditions of a business applying the relevant legal principles of marketing law.		30	n/a

IT Tallaght reserves the right to alter the nature and timings of assessment

LAWS H4000: Marketing Law
Extra Header Data

Module Workload & Resources

This course has no full time workload.

Resources
Required Book Resources
Keenan, A 2004, *Essentials of Irish Business Law*, 4th Edition Ed., Gill and MacMillan
Recommended Book Resources
Bird, T 1998, *Consumer Credit Law in Ireland*, Round Hall **Byrne & McCutheon 2001, *The Irish Legal System*, 4th Edition Ed., Butterworths** **Farry, M 2002, *Concise Contract Law Phoenix Press*** **Law Society of Ireland 2003, *Business Law*, Oxford University Press** **Quill, 2004, *Torts in Ireland*, 2nd Edition Ed., Gill and MacMillan** **White, F 2002, *Commercial Law*, Round Hall**