

Academic Year: ( 2024 / 2025 )

Review date: 22-04-2024

Department assigned to the subject: Private Law Department

Coordinating teacher: RUIZ MUÑOZ, MIGUEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

## OBJECTIVES

### COMPETENCES

CB7, That students know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CE2, To contextualize historically Advertising Communication and the current problems it faces.

### LEARNING OUTCOMES

To acquire and apply knowledge about contemporary advertising and communication.

To acquire knowledge about the legal framework for the development of the activity that concerns the implementation of advertising campaigns.

## DESCRIPTION OF CONTENTS: PROGRAMME

I-Copyright and advertising creation.

II-Law of unfair competition: Advertising Law.

III-Industrial design law: utilitarian and aesthetic creations

IV-Trademark Law: Creations of corporate distinctive signs

V-Intellectual creations on the internet: use and abuse

## LEARNING ACTIVITIES AND METHODOLOGY

### LEARNING ACTIVITIES

Theoretical classes

Practical classes

Tutoring

Group work

Individual work

### TEACHING METHODOLOGY

-Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.

-Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.

-Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.

-Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as

well as case studies.

-Assignments and reports done by students in an individual or group manner.

## ASSESSMENT SYSTEM

**% end-of-term-examination:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

### EVALUATION CRITERIA:

-Participation in class: up to 20%

-Individual or group work: up to 30%

-Final exam: up to 50%

### GRADING METHOD:

The grades will be made generally in response to the lecturers and materials provided or recommended by the lecturers. Regarding the participation in class for positive consideration must be substantiated and reasoned. And as for the practical works, they will be qualified basically by the content according to the first criterion, but as long as the presentation is correct and adequate.

In summary, therefore:

- Class participation

- Individual or group work carried out during the course

- Final exam

Evaluation Criteria of the Extraordinary Call:

"The note of the Continuous Assessment is kept"

## BASIC BIBLIOGRAPHY

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#### ADDITIONAL BIBLIOGRAPHY

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