



COURSE NAME: ADVERTISING LAW AND INTELLECTUAL PROPERTY LAW		
POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION Prof. M. Ruiz, Prof. MJ Morillas, Prof. B. De la Vega, Prof. S. Martín, Prof. M. Lastiri.	ECTS. 3	TERM: 1º

**COURSE TIMETABLE
WEEKLY PLANNING**

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	Introduction to the course. (MR)	X			Lectures and student's work	1,5	1
	2	I- Copyright and advertising creation. (SM)	X			Lectures and student's work	1,5	3
	3	I- Copyright and advertising creation. (SM)	X			Lectures and student's work	1,5	3
2	4	I-Law of unfair competition: Advertising Law. (MJM)	X			Lectures and student's work	1,5	1
	5	II- Law of unfair competition: Advertising Law. (MJM)	X			Lectures and student's work	1,5	3
	6	II- Law of unfair competition: Advertising Law. (MJM)	X			Lectures and student's work	1,5	3
3	7	III-Industrial design law: utilitarian and aesthetic creations. (BdV)	X			Lectures and student's work	1,5	3
	8	III-Industrial design law: utilitarian and aesthetic creations. (BdV)	X			Lectures and student's work	1,5	1
	9	IV- Trademark Law: Creations of corporate distinctive signs (MR)	X			Lectures and student's work	1,5	3
4	10	IV- Trademark Law: Creations of corporate distinctive signs (MR)	X			Lectures and student's work	1,5	1
	11	V- Intellectual creations on the internet: use and abuse. (ML)	X			Lectures and student's work	1,5	3
	12	V- Intellectual creations on the internet: use and abuse. (ML)	x			Lectures and student's work	1,5	3
Subtotal 1							18	28
Total 1 (Attendance hours and student's work hours between weeks 1 to 6)								46
5-8	Submission of assignments						7	
	Tutorial time. Meeting with students.						2	
	Final exam preparation						20	
Total 2 (Student's work hours between weeks 7 to 8)							29	
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)							75	