**20139 Legal Issues in Marketing**

COURSE SYLLABUS (2013-2014 a.y.)

Class group 10

The following syllabus combines with the document uploaded on the e-learning space called ‘Introduction.ppt’ and all the information provided therein.

Instructors:

**Mariateresa Maggiolino**

Office hour: Wednesday 12:30 AM – 1:30 PM (Grafton Building, 1st floor, Room 1.e2.03) mariateresa.maggiolino@unibocconi.it

**Aura Bertoni**

Office hour: Tuesday 12:30 AM – 1:30 PM (Grafton Building, 1st floor, Room 1.e2.04)

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Course Materials:

* Class slides (uploaded on the e-learning space the day before each class)
* Mandatory readings (uploaded on the e-learning space the day before each class)
* Notes (for attending students)
* Optional readings (uploaded on the e-learning space and/or recommended by the course instructors on request)

Assessment Method:

Written examination (1 hour) including **two problem questions.**

The final grade is calculated by making the average of the score on each question (30-point scale).

Course outline

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| 1 | Monday 10/02/2014 | 12.30 - 14.00 | Room N33 | Introduction |
| 2 | Thursday 13/02/2014 | 14.30 - 16.00 | Room N33 | Legal and technical protection of privacy |
| 3 | Monday 17/02/2014 | 16.15 - 17.45 | Room N33 | The international impact of the EU privacy model |
| 4 | Thursday 20/02/2014 | 16.15 - 17.45 | Room N33 | Privacy issues in the digital environment |
| 5 | Monday 24/02/2014 | 12.30 - 14.00 | Room N33 | Data protection in online social media |
| 6 | Thursday 27/02/2014 | 14.30 - 16.00 | Room N33 | Trademarks |
| 7 | Monday 03/03/2014 | 12.30 - 14.00 | Room N33 | Domain names |
| 8 | Thursday 06/03/2014 | 14.30 - 16.00 | Room N33 | ‘Adwords’ |
| 9 | Monday 10/03/2014 | 12.30 - 14.00 | Room N33 | Licensing-Merchandising |
| 10 | Thursday 13/03/2014 | 14.30 - 16.00 | Room N33 | Advertising |
| 11 | Monday 17/03/2014 | 12.30 - 14.00 | Room N33 | Behavioural Advertising |
| 12 | Thursday 20/03/2014 | 14.30 - 16.00 | Room N33 | Behavioural Advertising |
| 13 | Monday 24/03/2014 | 12.30 - 14.00 | Room N33 | Sponsorship |
| 14 | Thursday 27/03/2014 | 14.30 - 16.00 | Room N33 | Ambush Marketing |
| 15 | Monday 28/04/2014 | 12.30 - 14.00 | Room N33 | Copyright online |
| 16 | Monday 05/05/2014 | 12.30 - 14.00 | Room N33 | Copyright online |
| 17 | Thursday 08/05/2014 | 14.30 - 16.00 | Room N33 | ISP liability |
| 18 | Monday 12/05/2014 | 12.30 - 14.00 | Room N33 | Spotify/Amazon (TBC) |
| 19 | Thursday 15/05/2014 | 14.30 - 16.00 | Room N33 | Mock exam |
| 20 | Monday 19/05/2014 | 12.30 - 14.00 | Room N33 | Legal clinic – 1st part (group 1) |
| TBD | In-class exercise – 1st part (group 2) |
| 21 | Thursday 22/05/2014 | 14.30 - 16.00 | Room N33 | Legal clinic – 2nd part (group 1) |
| TBD | In-class exercise – 2nd part (group 2) |
| 22 | Monday 26/05/2014 | 12.30 - 14.00 | Room N33 | Legal clinic – 1st part (group 2) |
| TBD | In-class exercise – 1st part (group 1) |
| 23 | Wednesday 28/05/2014 | 14.30 - 16.00 | Room N33 | Legal clinic – 2nd part (group 2) |
| TBD | In-class exercise – 2nd part (group 1) |
| 24 | Thursday 29/05/2014 | 12.30-16.00 | Room N33 | Mock exam | BERTONI |  |