



Syllabus

Academic Year	2022/2023
Program	Marketing
Course	Marketing Law and Privacy
Term	II semester
Year	1
SSD	IUS/05
Credits	6

INSTRUCTIONAL GOALS	<p>A first goal of the course consists in training students on the most important legal issues related to marketing, with particular reference and focus on emerging debates related to data fruition and on the individuals' right to privacy.</p> <p>Another goal of the course, connected to the first, is to equip students with the ability to connect norms and regulations with real cases debated in court.</p>
INTENDED LEARNING OUTCOMES	<p>Knowledge and understanding:</p> <p>Through the analysis of real cases debated in courts, students will acquire an excellent knowledge of the most relevant legal-economic topics concerning the different marketing strategies. Students will also be able to analyze in depth and to understand the contemporary norms on data protection and to use those as a framework in dealing with cases on the news.</p> <p>Applying knowledge and understanding:</p> <p>The student, through the knowledge acquired, will be able to interpret the significant changes that are affecting the markets and technology platforms, in particular the set of issues affected by the phenomenon of BIG DATA, such as competitive strategies, intellectual property profiles and protection of personal data. Students will be required to take a written mid-term test, to analyze a series of practical cases and to pass an oral final exam.</p> <p>Making judgements:</p> <p>The student, due to the acquired competences and the interdisciplinary methodology followed during the course, will be able to develop a critical attitude in analyzing the main marketing problems, as well as the related legal-economic dynamics, and suggest the most efficient strategies. In this regard, the lessons will be carried out by continuously stimulating the critical analysis of the different topics covered, enhancing the approach and the acquisition of truly interdisciplinary skills.</p> <p>Communications Skills:</p> <p>At the end of the course, the student will be able to master the legal-economic terminology necessary for the study, understanding and analysis of different issues. The stimulus to an active participation during the lessons, the analysis of real cases and the different moments of verification during the course are also useful in the perspective of acquiring the correct legal-economic terminology in</p>



relation to the governance of competitive dynamics in high-tech contexts. In this regard, the analysis of cases allows to develop adequate argumentative skills in relation to real cases and problems.

Learning skills:

The interdisciplinary knowledge acquired during the course will allow the student to understand, interpret and suggest the most effective and efficient solutions in the different sectors that pertain to marketing. In this regard, the study material suggested to the students, together with the indication of further bibliographical references, will allow them to acquire the ability to proceed autonomously to the search of all the useful materials for the deepening of the themes inherent to the course.

Pre-requisites	None.
Course content	After an introduction on the contemporary norms and on the trans-national regulation within economics and their relevance for consumers, the course will deal with the following topics: <ul style="list-style-type: none">• Law and marketing;• Competitive dynamics and strategies for customization and customer loyalty;• Pricing strategies;• Consumer profiling and management of data and databases;• Databases and data-warehouses;• Antitrust and distribution agreements; trademark law; unfair competition;• Forms of advertising (including online). Use of cookies.
Reference Books	Specific instructional materials (slides and papers) will be provided during the course.
Teaching Methods	Theoretical lectures and case studies will be complemented by practical exercises (both individual and group works). Students' participation during interactions with the TA is mandatory.
Assessment	Students' performance will be evaluated by means of a continuous assessment and a project work. By continuous assessment we mean that students' work will be evaluated throughout the semester based on their participation and reaction to asynchronous activities, as well as on individual tests regarding specific assignments.
