



COURSE UNIT DESCRIPTION

Course Unit Title	Code
EUROPEAN UNION FAIR TRADING LAW	

Lecturer(s)	Department(s)
Coordinator: lect. dr. Mantas Rimkevičius Other(s): –	Private Law Department, Faculty of Law, Vilnius University Saulėtekio av. 9, Building 1, LT-10222, Vilnius, Room 311, tel. (85)2366170; e-mail: ptkatedra@tf.vu.lt

Study cycle	Type of the course unit
Second	Optional

Mode of delivery	Course unit delivery period	Language (s) of instruction
Face-to-face	1 st semester (autumn)	English

Requirements for students	
Pre-requisites: basics of the European Union law	Co-requisites (where they are): -

Number of credits allocated	Total student's workload	Contact hours	Self-study hours
6	160	36	124

Purpose of the course unit: programme competences to be developed

The course unit aims at providing the profound knowledge on the regulation of fair trading law in the European Union (existing rules against unfair competition in different Member States (B2B) as well as rules aimed at protection of consumer interests against unfair commercial practices (B2C); developing the abilities to critically analyse regulation and case law of misleading and comparative advertising of specific products in the European Union on the basis of the EU directives and jurisprudence of the EUCJ as well as to properly apply and interpret legal norms regulating advertising and other forms of businesses commercial practices within the EU. Interpersonal and communication skills are developed.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
- Students will be able to define the sources of EU advertising laws as well as to explain the principles of protection of businesses' and consumers' interests against actions of unfair competition.	Lectures, seminars, individual work	Exam in written (problematic issues); individual (group) research work
- Students will be able to identify and critically analyse the main problematic aspects of the protection of fair competition and consumers' economic interests by integrating knowledge of different fields.	Lectures, seminars, individual work	Exam in written (problematic issues); individual (group) research work
- Students will be able to evaluate and advice on legality/missibility of advertising and other forms of commercial practices, including, e.g. compliance with regulatory aspects of advertising of specific products.	Lectures, seminars, individual work	Exam in written (problematic issues); individual (group) research work
- Students will be able to systematically analyse and assess the EUCJ case-law in an ethical manner in support of their legal decisions and solving matter-related practical tasks.	Lectures, seminars, individual work	Exam in written (problematic issues); individual (group) research work
- Students will be able to convey ideas and thoughts in an argumentative, critical and logical manner in both, verbal and written form, based on gained knowledge in EU laws against unfair competition and unfair commercial practices.	Lectures, seminars, individual work	Exam in written (problematic issues); individual (group) research work
- Students will be able to enhance acquired knowledge and abilities independently, inter alia, to use legal information data bases and other sources, to select relevant theoretical and practical material, and to substantiate their own conclusions by the achievements of jurisprudence.	Lectures, seminars, individual work	Exam in written (problematic issues); individual (group) research work

Content: breakdown of the topics	Contact hours						Self-study: hours and assignments		
	Lectures	Consultations	Seminars	Practical sessions	Laboratory activities	Internship/work	Contact hours	Self-study hours	Assignments
1. Most common forms of unfair behaviour on the market, development of legal regulation aimed at protection of relevant interests against unfair behaviour in the Member States and on the European Union level	2			2			4	6	Analysis of relevant law doctrines and legal acts
2. Sources of EU advertising law and other laws aimed at protection of businesses' and consumers' interests against unfair competition and unfair commercial practices	4			2			6	12	Analysis of relevant law doctrines and legal acts
3. Misleading advertising (main principles and rules applicable to combat it)	6			3			9	14	Analysis of relevant law doctrines, legal acts and case law
4. Comparative advertising (main principles and rules applicable to make it legal)	6			3			9	14	Analysis of relevant law doctrines, legal acts and case law
5. Other forms of unfair commercial practices (e.g. aggressive practices) (main principles and rules applicable to combat it)	6			2			8	12	Analysis of relevant law doctrines, legal acts and case law;
								34	Writing of research work
								32	Preparation for examination
Total	24			12			36	124	

Assessment strategy	Weight, percentage	Assessment period	Assessment criteria
Individual (group) research work	30	During semester	Individual (group) work, related to the analysis of issues of EU fair trading law; solving of practical situations. Assessment consists of: - work content (comprehensive problem analysis, proper source application, critical analytical thinking, conclusion/recommendation formulation); - work structure and style (clear structural parts, scientific language style, exact wording, source references, proper and ethical citation use).
Examination	70	At the end of the course	Responses to 3 questions (problematic issues) that would reflect student's advanced knowledge in the problematics of European Union fair trading law, conceptual understanding and assessment based on such knowledge, as well as newly acquired competences. When answering to questions, students should provide all the necessary information in an argumentative, coherent and clear manner.

Author	Year of publication	Title	Issue of periodical or volume of publication	Publishing place and house or web link
Compulsory reading				
HENNING-BODEWIG, Frauke.	2013	International Handbook on Unfair Competition		Munich: Verlag C. H. Beck oHG
HOWELLS, G.; WILHELMSSON T.; MICKLITZ, H.	2006	European Fair Trading Law: The Unfair Commercial Practices Directive		England: Ashgate Publishing 2006.
Recommended reading				
KEIRSBILCK, B.	2011	The New European Law of Unfair Commercial Practices and Competition Law		Oxford and Portland, Oregon: Hart Publishing, 2011.
DUIVENVOORDE, B. B.	2015	The Consumer Benchmarks in the Unfair Commercial Practices Directive		Springer, 2015.