



COURSE UNIT DESCRIPTION

Course Unit Title	Code
EUROPEAN UNION ADVERTISING LAW	

Lecturer(s)	Department(s)
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Study cycle	Type of the course unit
Second	Optional

Mode of delivery	Course unit delivery period	Language (s) of instruction
Face-to-face	Spring	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
5	125	32	93

Purpose of the course unit: programme competences to be developed		
The course aims at gaining the body of knowledge in the regulation of advertising 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). A particular emphasis will be given to regulation and case law of misleading and comparative advertising in the European Union on the basis of the EU directives and jurisprudence of the EUCJ. The course will further elaborate on regulation of advertising of specific products in the EU, e.g. alcoholic beverages, tobacco products, pharmaceuticals, sugar loaded products, etc. The course will focus on forming students' abilities to apply and interpret legal norms regulating advertising and other forms of businesses commercial practices within the EU, as well as developing analytical and critical thinking, interpersonal and communication skills on the subject matter of the course.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
- Students will be familiar with key sources of EU advertising laws as well as the main principles of protection of businesses' and consumers' interests against actions of unfair competition; students will be able to explain their application in practice;	Lectures, seminars, individual work	Problematic issues, preparation and assessment of an individual work
- Students will be familiar with main problematic aspects of the protection of fair competition and consumers' economic interests and major cases of the EUCJ;	Lectures, seminars, individual work	Problematic issues, preparation and assessment of an individual 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	Problematic issues, preparation and assessment of an individual work
- Students will gain practical skills to evaluate and advice on legality/permissibility of advertising and other forms of commercial practices, including, e.g. compliance with regulatory aspects of advertising of specific products;	Lectures, seminars, individual work	Problematic issues, preparation and assessment of an individual work
- Students will be able to analyse and assess the EUCJ case-law in a professional manner and to solve subject matter-related practical tasks through the relevant case-law analysis;	Lectures, seminars, individual work	Problematic issues, preparation and assessment of an individual work

Content: breakdown of the topics	Contact hours						Self-study: hours and assignments		
	Lectures	Consultations	Seminars	Practical sessions	Laboratory activities	Internship/work placement	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	1,5			1,5			3	6	Relevant law doctrines, analysis of 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	1,5			1,5			3	7	Relevant law doctrines, analysis of legal acts
3. Misleading advertising (main principles and rules applicable to combat it)	6			3			9	14	Relevant law doctrines, analysis of legal acts and case law
4. Comparative advertising (main principles and rules applicable to make it legal)	6			3			9	14	Relevant law doctrines, analysis of 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	Relevant law doctrines, analysis of legal acts and case law;
								40	Preparation for examination
Total	21			11			32	93	

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 advertising law, as well as law against unfair competition and unfair commercial practices; solving of practical situations.
Examination	70	During exam session	Responses to 3 questions that would reflect student's knowledge in the problematics of European Union advertising law and understanding based on such knowledge, as well as the assessment of newly acquired abilities and competences.

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.