A. Course Description

Credits: 4

Prerequisites: MKTG 300 Marketing Principles

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course addresses the laws that regularly affect day-to-day marketing and advertising practices. Topics include the cases, statutes and regulatory agencies that create liability for advertising copy and layout, and those dealing with acquiring and protecting trade names, trademarks, service marks, trade secrets, copyrights and patents, and the laws which define and create liability for unfair competitive practices.

B. Course Effective Dates: 09/06/1999 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Students will understand the legal concepts of agency.
2. Students will understand will have working knowledge of the laws for advertising copy and layout, and those dealing with acquiring and protecting trade names, trademarks, service marks, trade secrets, copyrights and patents, and the laws which define and create liability for unfair competitive practices.
3. To understand the legal implications of various business, legal or practical events and business decisions specifically related to marketing.
4. To identify legal concepts of agency.
5. To explain laws for advertising copy and layout, and those dealing with acquiring and protecting trade names, trademarks, service marks, trade secrets, copyrights and patents, and the laws which define and create liability for unfair competitive practices.
6. To analyze potential infringement issues, and the assertions and defenses of the infringement issues that will likely emerge in an infringement lawsuit.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: MKTG 300 or equivalent; Goal I: Communication - Part I Writing, plus 30 credits must be satisfied.