LAWS3308 Marketing, Management and the Law

**Unit Information**

**Title:** Marketing, Management and the Law  
**Level:** 3  
**Type:** Undergraduate  
**Faculty:** Law  
**Resp. Org. Entity:** Law Office (00200)  
**Contact:** ()  
**Approved:**  
**Code alpha prefix:** LAWS  
**First year of offer:** 2012  
**Credit points:** 6  
**Workload hours:** 150

**Outcomes:**  
After successfully completing the unit, students should be able to:  
A1. Describe the key elements and institutions of the Australian legal system;  
A2. Display a working knowledge of each of the following important areas of Australian business law: intellectual property, competition law and consumer protection law;  
A3. Demonstrate logic, reasoning, analysis and communication skills; and  
A4. Apply knowledge and the skills in analysing and solving a series of legal case studies and hypothetical business problems.  
Students should also have basic skills in:  
B1: Reading and analysing legal texts, journal articles and government reports  
B2: Understanding and using Australian and other common law primary legal resources - law reports, statutes (including electronic versions)  
B3: Legal method and writing (tutorial paper, take-home assignment and final examination)  
B4: Oral communication (tutorial presentation).

**Assessment items:** This comprises tutorial attendance and participation, a take-home assignment and a final examination.  
**Justification for having only one form of assessment:**

**Assessments tied to outcomes:** The tutorial paper and the take-home assignment assess students' ability to (1) analyse a set of hypothetical facts, (2) identify legal issues that those facts give rise to, (3) read and interpret relevant primary legal materials (decided cases as well as statutory provisions), and (4) construct a clear and logical argument on how those materials should be applied to the facts to arrive at a solution. The tutorial performance assesses students' ability to research and orally present a synopsis of a current legal issue and to prepare written answers to tutorial questions based on materials covered in lectures. The final examination, which is open book, assesses students' understanding and written communication of knowledge across the unit curriculum, as well as their problem solving skills.

**Teaching and Learning Practices:** Lectures and tutorials.  
**Technologies:** No data available.
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<td>Major</td>
<td>Business Law</td>
<td>Core</td>
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**Offerings**

Quota: No quota proposed.

**Unit rules**

Prerequisites: LAWS2301 Company Law OR LAWS2201 Legal Framework of Business

Corequisites: Nil.

Incompatibilities: Nil.

**Teaching Responsibilities**

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**Accommodation requirements**

Summary:

**Funding**

Source: No details provided.

Details: No details provided.

**Consultations**

Library:  

- [ ] Library Form Approved

**Committee endorsements and approvals**

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