



Faculty of Arts and Social Sciences  
Law

## Syllabus

### Market law with Competition law

<b>Course Code:</b>	JPGA01
<b>Course Title:</b>	Market law with Competition law <i>Marknadsrätt med konkurrensrätt</i>
<b>Credits:</b>	15
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

**Major Field of Study:**  
RVA (Jurisprudence)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2019-09-12, and is valid from the Spring semester 2020 at Karlstad University.

#### Prerequisites

60 ECTS credits from semesters 1-2 and 30 ECTS credits from semesters 3-4 completed in the Law programme at Karlstad University

#### Learning Outcomes

Knowledge and understanding

Upon completion of the course, students should be able to:

- give an account of market law and competition law in a general sense,
- give an account of Swedish market law in relation to European market law, and
- demonstrate basic knowledge of media law, primarily in regard to marketing and advertising in different media.

## Competence and skills

Upon completion of the course, students should be able to:

- identify and analyse legal problems in market law,
- argue for possible solutions to legal problems that take into consideration the perspectives of different parties and actors in relation to the problem,
- make assessments of marketing and advertising according to marketing legislation, and
- apply the provisions of competition law regarding cartels, abuse of a market leading position, and company concentration.

## Judgement and approach

Upon completion of the course, students should be able to:

- adopt a proactive perspective on law regarding legal issues related to marketing and competition,
- adopt a consumer as well as a producer perspective on various marketing methods, and
- reflect upon the economic and political importance of companies behaving loyally on the market.

## Content

The course covers key market law subjects such as competition law, marketing law, media law, and so on. The common denominator of these areas is that they treat questions about how businesses can, may, and should act on the market in relation to the public sector, competitors, consumers, and others.

In the area of competition law, the course includes questions about how business in different ways try to act in order to harm or suppress the emergence of effective competition. In this context, students study the three main tools of competition law that can be used to create or maintain effective competition: cartel prohibition, rules against abuse of a market leading position, and control of company concentration. In addition, the course treats the competition-related legal opportunities for state and municipal actors to be active in the market alongside private businesses.

The section on marketing law deals with issues related to the legal concept of marketing in relation to the constitutional basis of press freedom and free speech. What is marketing really, in legal terms? In addition, the course treats the question of what can be seen as inappropriate and prohibited marketing. What is a business actually allowed to claim in their marketing? How may a company use the well-known attributes, products, or similar of another company in their marketing? The media law component is primarily focused on radio and television commercials in Sweden and abroad.

Instruction is in the form of lectures, exercises, and seminars.

## Reading List

See separate document.

## Examination

Assessment is based on an individual written proposal presented and discussed in mandatory seminars, and a written exam. Students who are absent from a mandatory seminar will be asked to submit a make-up assignment.

If students have a decision from Karlstad University entitling them to special pedagogical support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

## Grades

One of the grades AB (Pass with Distinction), BA (Pass with Some Distinction), B (Pass), or U (Fail) is awarded in the examination of the course.

## Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion

of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

**Course Certificate**

A course certificate will be provided upon request.

**Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.