

Advertising Law

Module Information

2022.01, Approved

Summary Information

Module Code	7502LAWINF
Formal Module Title	Advertising Law
Owning School	Law
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Informa Connect

Learning Methods

Learning Method Type	Hours
Online	30

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	This module aims to examine, in critical detail, the law relating to the regulation of advertising and the freedom of expression, within the media and entertainment industries.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Examine the legal nature of advertisements
MLO2	2	Critique the role of the Advertising Standards Agency within new media law
MLO3	3	Scrutinize the legal regulation of (non)-broadcasting advertising, at both national and international level
MLO4	4	Critically analyse freedom of expression and media integrity, from a legal perspective

Module Content

Outline Syllabus	By completing this module, students are expected to cover the indicative content as follows: a. Legal nature of advertisementsb. The Advertising Standards Agency (ASA) – council, funding, complaints, jurisdiction and controlc. Regulation of non-broadcasting advertisingd. Committee of advertising practicee. Regulation of broadcast advertising – BCAP code, OFCOM code, product placementf. Freedom of expression and advertising regulation
Module Overview	
Additional Information	There are no professional body requirements at this stage, however developments will be monitored and where appropriate, incorporated into module content.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	60	0	MLO1, MLO4
Report	Report	40	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Emmanuel Guinchard	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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