

## Food Marketing Law

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7524LAWINF
Formal Module Title	Food Marketing 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
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks

SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks
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## Aims and Outcomes

Aims	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Common law controls on advertising and marketing</li> <li>• Legal regulation and self-regulation of unfair commercial practices, advertising and marketing promotion</li> </ul>
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Identify and prioritise source materials needed for a clear and proper understanding of food marketing law
MLO2	2	Demonstrate a critical awareness of the factors which currently shape food marketing
MLO3	3	Flexibly and creatively apply knowledge within the food marketing field
MLO4	4	Incorporate the issues at the forefront of food marketing law, and the ability to apply them critically in a variety of contexts

## Module Content

Outline Syllabus	<p>Perspectives on the control of advertising and sales promotion practices. Offers, invitations to treat and collateral contracts Puffs, representations and negligent misstatements Endorsements and defamation Passing off, the concept of goodwill and unfair competition Copyright works Infringement of Copyright Remedies for infringement of copyright and defences in an action for infringement of copyright The meaning of trade mark Registration of Trade Marks The rights of the trade mark proprietor EU Protected Food Names: Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG) Unfair commercial practices, including misleading actions, misleading omissions and aggressive practices under the Consumer Protection from Unfair Trading Regulations 2008 Sales promotion, Loss leaders and promotional gifts Misleading health claims and other claims and descriptions relating to food and nutrition</p>
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 1	40	0	MLO1, MLO2
Essay	Essay 2	60	0	MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
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Emmanuel Guinchard	Yes	N/A
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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