

Course Unit	Digital law	Field of study	Law
	Post-Graduation in Digital Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	54	Contact hours	T - - TP - - PL - - TC - - S - - E - - OT - - O - -
		Level	ECTS credits 2.0
		Code	5068-787-1108-00-22

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Rute Isabel Esteves Ferreira Couto Fernandes

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know and interpret the legislation that disciplines the area of digital marketing
2. Understand the ethical-legal limits in professional activity and the liability resulting from their violation
3. Ensure compliance with regulatory and self-regulatory instruments
4. Apply the legal concepts and normative to practical situations

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

- 1) Introduction; Ethical-legal aspects of the new media; 3) Intellectual Property

Course contents (extended version)

1. INTRODUCTION
 - General notions of the national and european legal system
 - Unlawfulness and liability
 - Regulation and self-regulation of digital marketing
 - Dispute resolution
2. ETHICAL-LEGAL ASPECTS OF THE NEW MEDIA
 - Digital and audiovisual advertising
 - Consumer rights in the provision of digital content and services
 - Electronic commerce and liability of information society service providers
 - Protection of personal data and privacy in electronic communications
 - Cybersecurity
3. INTELLECTUAL PROPERTY
 - Copyright and related rights in the digital single market
 - Industrial property: trademarks, patents and design
 - Unfair competition

Recommended reading

1. Amorim, A. (2015). Comunicação comercial e direito dos consumidores: desafios da sociedade da informação. Revista de direito intelectual n.º 1 - 2015. Almedina. ISBN 9789724063218
2. Carvalho, J. (2022). Compra e venda e fornecimento de conteúdos e serviços digitais - anotação ao decreto-Lei nº 84/2021, de 18 de outubro (reimpressão 2022). Almedina. ISBN 9789894001836
3. Magalhães, F. e Pereira, M. (2020). Regulamento geral de proteção de dados - manual prático (3ª edição). Vida Económica. ISBN 9789897686801
4. Pereira, A. (2019). Direito da propriedade intelectual & novas tecnologias - estudos vol. I. Gestlegal. ISBN 9789898951144
5. Schwalbach, J. (2021). Direito digital (2ª edição). Almedina. ISBN 9789894000907

Teaching and learning methods

Presentation and debate of program contents; accomplishment of simulations and case study.

Assessment methods

1. Continuous Evaluation - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 50% (Online quizz for assessment of acquired skills)
 - Case Studies - 50% (Critical analysis of a B2C digital platform regarding compliance with legal requirements)
2. Final exam - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Rute Isabel Esteves Ferreira Couto Fernandes	Ricardo Jorge Vieira Correia	Sonia Paula da Silva Nogueira
10-12-2022	29-12-2022	15-01-2023