

Course Unit	Communication Law	Field of study	Law
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	3.0
Code	9213-656-3103-00-23		
Workload (hours)	81	Contact hours	T - TP 30 PL - TC - S - E - OT - O -

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) Debora Amparo Pinheiro Pereira

Learning outcomes and competences

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

1. Know the legislation that disciplines the area of digital communication.
2. Understand the ethical-legal limits to communication freedom in the professional activity.
3. Apply the legal concepts and normatives in practical situations.

Prerequisites

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

Course contents

1) Introduction; 2) Information Society and Online Marketing; 3) Intellectual Property and Competition.

Course contents (extended version)

1. INTRODUCTION
 - General notions of portuguese and european union law
 - Communication and fundamental rights
2. INFORMATION SOCIETY AND ONLINE MARKETING
 - Electronic commerce and digital consumers rights
 - Electronic and audiovisual commercial communication
 - Protection of personal data and privacy in electronic communications
 - Photography and right to image
3. INTELLECTUAL PROPERTY AND COMPETITION
 - Industrial property: trademarks, patents and design
 - Copyright and related rights
 - Unfair competition and dispute resolution

Recommended reading

1. Akester, P. (2019). Código do direito de autor e direitos conexos – Anotado. (2.ª edição). Coimbra: Almedina. ISBN 9789724081298.
2. 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.
3. Carvalho, J. & Pinto-Ferreira, J. (2014). Contratos celebrados à distância e fora do estabelecimento comercial. Coimbra: Almedina. ISBN 9789724056500.
4. Gonçalves, L. (2023). Manual de direito industrial - propriedade industrial e concorrência desleal (10.ª edição revista e atualizada). Coimbra: Almedina. ISBN 9789894014102.
5. Magalhães, F.; Pereira, M. (2020). Regulamento geral de proteção de dados - manual prático. (3.ª edição). Grupo Editorial Vida Económica. ISBN 9689897686801.

Teaching and learning methods

Teaching and learning methods: presentation and debate of programme contents; resolution of practical cases; accomplishment of work proposals (simulations and case study).

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 50%
 - Intermediate Written Test - 50%
2. Final evaluation - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Mobility students - (Regular) (Final, Supplementary, Special)
 - Presentations - 100%

Language of instruction

Portuguese

Electronic validation

Debora Amparo Pinheiro Pereira	Ana Lucia Jesus Pinto	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
10-10-2023	10-10-2023	13-10-2023	15-10-2023