

COURSE NAME: ADVERTISING LAW

UFV CODE: 1340 **ECTS:** 4.5

TYPE OF COURSE: O, 1C

INTERNATIONAL CODE: LAW1340 **YEAR:** 4

REQUIREMENTS: None

OBJECTIVES: To know the laws of advertising in Spain and in the European Union. To

familiarize future advertising professionals with the legislation that will affect them. To

know the special legal requirements that affect certain media and certain products

COURSE DESCRIPTION: General concepts. Advertising and similar commercial communication

formulas. Advertising law at a national level. False advertising. Concealed advertising. Subliminal advertising. Advertising legislation in the European Union. Selfcontrol.

Consumer defence

METHODOLOGY: Lectures complemented case studies. Students will acquire their

knowledge to specific cases, debating the conclusions in class

EVALUATION: Mandatory written exam; individual or group assignment in which the

theory will be applied to practical cases, real or hypothetical; class exercises

PROFESSOR: José Sánchez Parra **LANGUAGE:** Spanish