

MKT3014 : Marketing Law and Contracts

The Marketing Law and Contracts course provides an overview of legal practices typically encountered within marketing businesses. This course examines legal terminology, the role of contracts in marketing, and drafting a basic contract. Students will explore theories of negotiation and strategy in developing solution-oriented processes for achieving results in business. They will investigate the legal relationships between companies, organizations, sponsors, vendors, and consumers. Students will also explore topics such as content creation, intellectual property protection, and risk management.

Credits 4