

Business Marketing: Legal and Regulatory Perspectives

Introduction

Marketing is essential to all business activity. A well-developed understanding of what marketing means and how marketing concepts and principles drive and shape business practice is critical to business success. This course offers students an understanding of key marketing concepts and principles and the need for approaching the same from legal and regulatory perspectives. It will develop knowledge of how to assess market opportunities and create and sustain value for all stakeholders, and how a legal and regulatory lens is integral to such process. The course aims to enable an understanding and appreciation of real-world business marketing issues and challenges from a legal and regulatory perspective.

Course Learning Objectives

The Course Learning Objectives are what a student should be able to demonstrate by the end of this course, if s/he participates fully in learning activities and successfully completes the assessment items. The specific Course Learning Objectives for this course are: (a) To develop sound understanding of key marketing concepts and principles – essential to all business activity; (b) To build knowledge of the applicability of law and regulation in marketing practice; (c) To develop a strong foundation for critical thinking and to build skills in researching, conceptualizing, developing and communicating ideas relating to legally informed marketing practice.

Teaching Method

The course will be instructor-facilitated and would require full involvement and commitment. It will combine understanding of key marketing concepts and principles with responsible and legally informed perspectives via discussion, news articles, in-class presentations and assignments. Prescribed books and readings will provide information and detail on concepts. The course emphasises continuous learning through class activities and assessments. Students will (a) discuss and critically analyze current business situations from legal and regulatory

perspectives; (b) make presentations in a structured format; and (c) reflect on challenges and implications for business and legal practice.

Readings (Sample):

A buyer's guide to 'Scienceploitation' in wellness brands (2023). Available at:
<https://economictimes.indiatimes.com/news/international/business/a-buyers-guide-to-scienceploitation-in-wellness-brands/printarticle/102561580.cms>

A volley of regulations: India's exports have to learn to navigate EU's green law maze (2024). Available at:
<https://economictimes.indiatimes.com/small-biz/trade/exports/insights/a-volley-of-regulations-indias-exports-have-to-learn-to-navigate-eus-green-law-maze/articleshow/106976331.cms>

Amazon scraps private label brands to cut costs, address antitrust scrutiny (2023). Available at:
<https://economictimes.indiatimes.com/tech/technology/amazon-scraps-private-label-brands-to-cut-costs-address-antitrust-scrutiny-source/articleshow/102618284.cms>

India alleges France's Pernod violated Delhi city rules to boost market share (2023). Available at:
<https://economictimes.indiatimes.com/industry/cons-products/liquor/india-alleges-frances-pernod-violated-delhi-city-rules-to-boost-market-share/printarticle/96959272.cms>

Kellogg's Better Days - Responsible Marketing (2022). Available at:
<https://betterdays.kelloggcompany.com/responsible-marketing>

Nokia phone maker HMD to set up production in Europe (2023). Available at:
<https://economictimes.indiatimes.com/tech/technology/nokia-phone-maker-hmd-to-set-up-production-in-europe/printarticle/98236739.cms>

Swiss GRC to expand into Indian market (2024). Available at:
<https://economictimes.indiatimes.com/tech/technology/swiss-grc-to-expand-into-indian-market/articleshow/107461071.cms>

There will be no violation of ad laws, Patanjali assures SC (2024). Available at:
<https://economictimes.indiatimes.com/industry/cons-products/fmcg/there-will-be-no-violation-of-ad-laws-patanjali-assures-sc/articleshow/106583176.cms?from=mdr>

Three Indian markets in three cities, three online markets figure in Notorious Markets List of US (2024). Available at:
<https://economictimes.indiatimes.com/news/india/three-markets-from-delhi-mumbai-bengaluru-in-notorious-markets-list-china-on-top/articleshow/107261912.cms>

Tribunal sets aside 'fraudulent' transfer of Smaaash brand (2024). Available at:

<https://economictimes.indiatimes.com/industry/media/entertainment/tribunal-sets-aside-fraudulent-transfer-of-smaaash-brand/articleshow/105572375.cms>