

ADVERTISING LAW

Course Number: 24 PROP 718

Call Number: 000078

Semester: Fall 2011

Professor: Krafte

Credits: 3 Classroom

Primary Basis for the Grade: Tentatively Short Paper and Exam; Letter Grade

Prerequisites: None

Enrollment: Open

Meets Seminar Requirement? No

Meets Writing Requirement? No

Meets Client Counseling Requirement? No

Meeting Times: T&H 3:05-4:30

Location: 104

COURSE DESCRIPTION:

This class explores copyright, trademark, right of publicity, and other intellectual property issues, as well as defamation and product disparagement issues surrounding the creative world of advertising. Topics will include logos; products and their packaging; the use of images in advertising; celebrity sponsorships; false advertising, comparative advertising; contests and lotteries; internet advertising; government regulation of "unfair" trade practices; children's advertising; and the relationship between First Amendment concerns and commercial speech.