

730-843 Sports Marketing Law

Level:	Graduate/Postgraduate
Time Commitment:	Contact Hours: 24 - 26 contact hours per subject. Total Time Commitment: The time commitment for this subject depends on the candidates background and experience.
Prerequisites:	N.A.
Corequisites:	N.A.
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	N.A.
Subject Overview:	<p>Objectives:</p> <p>A student who has successfully completed this subject should:</p> <ul style="list-style-type: none"> # Possess a general knowledge of the nature of sports marketing in Australia and internationally # Understand the legal structure for sports marketing in Australia # Understand the principles of sports marketing law and be able to apply them to common marketing and related transactions in sport # Be able to engage in informed debate over the sufficiency of sports marketing law to serve the interests of various key stakeholders. <p>Syllabus:</p> <p>This subject will consider the legal aspects of sports marketing in Australia. Attention will be paid to the different legal needs of key stakeholders in sport. A major theme will involve assessing the impact on the legal environment of sports marketing in an era of increased commercialism and professionalism in sport and of significant change in the technology of communication and marketing.</p> <p>Principal topics will include:</p> <ul style="list-style-type: none"> # Commercial environment of sports marketing # Intellectual property and related legal principles as they apply to sports marketing: Passing-off, copyright, designs, misleading or deceptive conduct, trade marks, trade names and internet domain names # Laws promoting competition as they apply to sports marketing: Restraint of trade at common law and restrictive trade practices under the <i>Trade Practices Act 1974</i> (Cth) # Olympic marketing arrangements and protection of Olympic insignia # Athlete marketing rights, including personality rights, misleading or deceptive conduct and defamation # Event, facility and organisation marketing, including rights to a spectacle # Television and electronic media, including broadcast agreements, anti-siphoning laws, virtual advertising and regulation of alcoholic beverage advertising # Regulation of tobacco advertising # Principles of sponsorship agreements # Ticketing.
Assessment:	Research paper 10,000 words (100%) (8 October) (topic approved by the subject coordinator)
Prescribed Texts:	Core subject materials will be provided free of charge to all students. Some subjects require further texts to be purchased. Please visit the subject homepage on the Melbourne Law Masters website by following the link at the bottom of this subject entry.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	Please see the Subject Objectives for this information.
Links to further information:	For the latest information on this subject, please visit: http://www.masters.law.unimelb.edu.au/subject/730843