

## LAWS70275 Sports Marketing Law

<b>Credit Points:</b>	12.50
<b>Level:</b>	7 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2011, Parkville This subject commences in the following study period/s: September, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: The total class time is between 24 and 26 hours. Total Time Commitment: Not available
<b>Prerequisites:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Corequisites:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Recommended Background Knowledge:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Non Allowed Subjects:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Core Participation Requirements:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Coordinator:</b>	Mr Hayden Opie
<b>Contact:</b>	For more information, contact the Melbourne Law Masters office. Email <a href="mailto:law-masters@unimelb.edu.au">law-masters@unimelb.edu.au</a> ( <a href="mailto:law-masters@unimelb.edu.au">mailto:law-masters@unimelb.edu.au</a> ) or phone +61 3 8344 6190. Alternatively, visit our website: <a href="http://www.masters.law.unimelb.edu.au">www.masters.law.unimelb.edu.au</a> ( <a href="http://www.masters.law.unimelb.edu.au/">http://www.masters.law.unimelb.edu.au/</a> )
<b>Subject Overview:</b>	<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"> <li># Commercial environment of sports marketing</li> <li># 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</li> <li># 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)</li> <li># Olympic marketing arrangements and protection of Olympic insignia</li> <li># Athlete marketing rights, including personality rights, misleading or deceptive conduct and defamation</li> <li># Event, facility and organisation marketing, including rights to a spectacle</li> <li># Television and electronic media, including broadcast agreements, anti-siphoning laws, virtual advertising and regulation of alcoholic beverage advertising</li> <li># Regulation of tobacco advertising</li> <li># Principles of sponsorship agreements</li> <li># Ticketing.</li> </ul>
<b>Objectives:</b>	<p>A student who has successfully completed this subject should:</p> <ul style="list-style-type: none"> <li># Possess a general knowledge of the nature of sports marketing in Australia and internationally</li> <li># Understand the legal structure for sports marketing in Australia</li> </ul>

	<ul style="list-style-type: none"><li># Understand the principles of sports marketing law and be able to apply them to common marketing and related transactions in sport</li><li># Be able to engage in informed debate over the sufficiency of sports marketing law to serve the interests of various key stakeholders.</li></ul>
<b>Assessment:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Prescribed Texts:</b>	Core subject materials will be provided free of charge to all students. Some subjects require further texts to be purchased. Visit the Melbourne Law Masters website for more information about this subject.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>