

Module Title:	Law and Regulation in the Digital Economy
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	2 programme(s)
Module Aim:	no description provided
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate an understanding of the operation of the Irish legal system and sources of Irish law.
LO2	Demonstrate an understanding of how (i) contract, (ii) data protection, (iii) consumer, (iv) copyright and (v) advertising law apply in a digital economy.
LO3	Analyse problems and propose solutions by applying the law to specific situations.
LO4	Effectively communicate the relevant legal principles arising both orally and in writing.
LO5	Demonstrate an ability to appraise up-to-date knowledge with respect to the development of the law
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Overview of the Irish Legal System

Sources of Law • Constitution/Legislation/EU/International Law/Precedent • Court System • Administration of Justice

Consumer Law

Sale of Goods and Supply of Services Acts – • European Communities (Unfair Terms in Consumer Contracts) Regulations 1995 • Consumer Protection Act 1997 – • Competition and Consumer Protection Act 2014 • EC (Dir 2000/31/EC) Regulations 2003 - EU (Consumer Information Cancellation and Other Rights) Regulations 2013.

Data Protection

Data Protection Act 2018 • Regulation (EU) 2016/679 ('GDPR') - (S.I. 68/2003) • E Privacy Regulations 2011 - (S.I. No. 336 of 2011).

Advertising

Code of Standards for Advertising and Marketing Communications in Ireland • S.I. No. 483/2002 European Communities (Labelling, Presentation and Advertising of Foodstuffs) Regulations 2002, as amended

Copyright

Copyright and Related Rights Act 2000 • Copyright and other Intellectual Property Law Provisions Act 2019

Regulatory Agencies and their functions

Copyright and other Intellectual Property Law Provisions Act 2019 • Competition and Consumer Protection Commission • ComReg • Advertising Standards Authority for Ireland ('ASAI') • Data Protection Commissioner.

Contract Law

Requirements for a valid contract • Remedies for breach of contract • Undue influence/Misrepresentation/Mistake • E-Contracts

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Case Review	1,4,5	20.00	n/a
Other	Student will be provided with a case scenario(s) and must apply the legal principles to the case scenario and produce: • Individual Presentation. • Supporting paper. • Reflection.	2,3,4,5	80.00	n/a

No Project

No Practical

No End of Module Formal Examination

ITCarlow reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	6.00
Independent Learning	15 Weeks per Stage	11.87
Total Hours		250.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	14.27
Total Hours		250.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	4	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	4	Mandatory