1. **Title of the module**
   Legal and Regulatory Requirements in Digital Marketing and Data – PRSN4115

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
   Level 4

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   Autumn, spring or summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   BSc Digital Marketing
   BSc Digital Marketing (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**
   **On successfully completing the module, students should be able to:**
   8.1 Have a understanding of the legal and regulatory requirements in digital marketing and data management
   8.2 Understand the role, powers, and activities of regulators, including the ASA and the Information Commissioner
   8.3 Identify breaches in legal and regulatory requirements in digital marketing and data management
   8.4 Make recommendations in order to be able rectify breaches in law and regulation associated with digital marketing and data management.

9. **The intended generic learning outcomes**
   **On successfully completing the module, students should be able to:**
   9.1 Consider the impact of work on others, especially where related to culture, diversity and equality
   9.2 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
   9.3 Show integrity and respect for confidentiality and data security in work and personal situations.
10. **A synopsis of the curriculum**

This module covers the legal and regulatory requirements that digital marketers should understand and comply to avoid prosecution.

It gives an overview of the marketer's legal obligations and consumer rights within the UK/EU and wider international contexts – including the Consumer Rights Act 2015

The changing way that consumers view their data and privacy

Principles of responsible marketing and DMA code of conduct from an UK/EU and wider international perspective

Contract law - UK/EU and wider international regulations

Intellectual property including copyright - UK/EU and wider international regulations

Trademarks and ‘passing-off’ - UK/EU and wider international regulations

Comparative advertising

Social media and user-generated copy

Unfair commercial practices and consumer rights - UK/EU and wider international regulations

Rules, regulations and legal requirements of competitions, prize draws within the UK/EU and wider international perspectives

ASA CAP Code

GDPR, PECR, and E-Privacy regulations

UK/EU and wider international preference services – what they are and how should they be applied

How to meet consumer expectations and retain brand trust.

11. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**


12. **Learning and Teaching methods**

Total contact hours: 25

Total private study hours: 125

Total module hours: 150
13. **Assessment methods**

13.1 Main assessment methods

- 1-hour Multiple Choice Question (MCQ) Test (online / digital administered test) -50%
- Individual. 2 x 500 word (1000 words in total) email responses to differing legal enquiries – 50%

13.2 Reassessment methods

14. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)**

<table>
<thead>
<tr>
<th>Module learning outcome</th>
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<tr>
<td>Learning/teaching method</td>
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<td>Live or recorded lectures</td>
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<tr>
<td>Assessment method</td>
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<tr>
<td>1 hour Multiple Choice Questions Test</td>
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15. **Inclusive module design**
The School/Collaborative Partner recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module, PCL will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the University’s/Collaborative Partner’s (delete as applicable) disability/dyslexia student support service, and specialist support will be provided where needed.

16. **Campus(es) or Centre(s) where module will be delivered:**
   Pearson College London

17. **Internationalisation**
   As per section 10, synopsis of the curriculum, students will gain an understanding of the international of the laws and regulation involved in digital marketing from a UK, EU and wider international perspectives such as the US and China.

18. **Partner College/Validated Institution:**
   Pearson College London

19. **University School responsible for the programme**
   Kent Business School

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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

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<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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