

Modulbeschreibung Studium generale

Datenfeld	Erklärung
LV-Nr.	3152
Titel deutsch	Europäisches und internationales Medienrecht
Titel englisch	European and International Media Law
Leistungspunkte	2,5
Workload	2 SWS SU (SU= Seminaristischer Unterricht)
Lerngebiet	Studium generale, Wirtschafts-, Rechts- und Arbeitswissenschaften
Lernziele / Kompetenzen	The students know various legal bases for the protection of intellectual property. They can apply the most important regulations in order to either protect their own products or to use the products of other rights holders in a permitted manner.
Voraussetzungen	No previous technical knowledge required; Knowledge of spoken and written English is required.
Niveaustufe	Bachelor- und Masterstudiengänge
Lehrform	Seminaristischer Unterricht
Status	Wahlpflicht
Häufigkeit des Angebotes	Semesterweise, gemäß Festlegung über den Fachbereichsrat des FB I
Prüfungsform	Die Prüfungsform wird nach §19 (2) RSPO durch die Lehrkraft festgelegt. Sofern die Lehrkraft die Prüfungsform und die Prüfungsmodalitäten nicht am Semesteranfang in der Frist nach §19 (2) RSPO festlegt gilt folgende Prüfungsform: Klausur
Ermittlung der Note	Siehe Studienplan
Anerkannte Module	

Inhalte	<p><i>1. Basics of intellectual property protection / know-how protection:</i></p> <ul style="list-style-type: none"> - Are ideas protected? Business ideas? - Basics of design and utility model protection and patent law - Protection of trade secrets (UWG, NDA) <p><i>2. Basics of trademark law:</i></p> <ul style="list-style-type: none"> - How may I name my company, my products? - Registering a trademark, what to look out for, preliminary trademark search - Domain and trademark law in cases - Other trade mark rights (company name, right to a name, business name) - Exercise on self-research in databases (DPMA, EUIPO), Google, commercial register, request for search service <p><i>3. Copyright of illustrations, graphics, photos & texts</i></p> <ul style="list-style-type: none"> - Basics of copyright: Who has copyright in photos, graphics, illustrations, maps, texts, music, Web 2.0 content, etc.? - What rights does the author have? What is allowed with copyrighted works and what should be paid attention to? - exceptions in copyright law: When and what may be copied, edited, mixed, republished without being asked? Right to private copying, content in Web 2.0 - Licensing law: basics of possible licenses, obtaining and issuing licences for digital content, types of licences and Creative Commons - Who is liable for illegal content on the internet? <p><i>4. Basics of competition - / advertising law (UWG) with social media marketing</i></p> <ul style="list-style-type: none"> - Basics: misleading, harassing and comparative advertising, e-mail advertising & newsletters - Imprint law - Social media marketing and legal pitfalls: Facebook, Twitter, blogs, etc. <p><i>5. Basics of personal privacy/data protection</i></p> <ul style="list-style-type: none"> - Data protection according to the GDPR: Principles of data processing, rights of the data subject, implementation of the GDPR in your own company
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	- Protection of likenesses: taking and using portraits / effigies in one's own web presence
Literatur	Oster, Jan (2016): European and International Media Law. Cambridge: Cambridge University Press.
Weitere Hinweise	Das Modul wird auf Englisch angeboten
Raumbedarf	Seminar