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Academic subject	COURSE OF CONSUMER PRIVATE LAW
Degree course	THREE-YEAR COURSE MARKETING & COMMUNICATION OF FIRM
Academic Year	III
European Credit Transfer and Accumulation System (ECTS)	6
Language	ITALIAN
Academic calendar (starting and ending date)	MARCH/JUNE 2024
Attendance	NO

Professor/ Lecturer	
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Virtual headquarters	Face to face lessons, registration in TEAMS: *MCA_BA-DIRITTO PRIVATO DEI CONSUMI
Tutoring (time and day)	Thursday 11-13,30

Syllabus	
<b>Learning Objectives</b>	<p>The course tends to teach how to use and understand the consumer code and connected laws for professional rights activities and consumer private protection.</p> <p>In the end of the course student:</p> <ul style="list-style-type: none"> <li>-must provide independent reasoning, with assistance of basic text, connected laws, regulations, measures, case-law given during the lessons;</li> <li>must express critical and independent opinions and propose solutions to problems concerning to private consumer law;</li> <li>-must have capability to magisterial studies or hold an important position entrepreneurial or managerial in marketing rules or communication in enterprises, institutions, societies.</li> </ul>
<b>Course prerequisites</b>	<i>Rudiments of contractual private law.</i>
<b>Contents</b>	<p>Rudiments of international and local consumer's protection and its evolution.</p> <p>The Consumer code (d.lgs. 6 settembre 2005, n. 206) into sources of private law:</p> <ul style="list-style-type: none"> <li>-First Part (General law provisions): artt. 1-3 cons. code.</li> <li>-Second Part (Education, information, commercial practices, advertising): art. 4, artt. 5/17-<i>bis</i> cons. code, artt. 18/19 cons. code, artt.</li> </ul>

	<p>18/27-<i>quater</i> cons. code, Italian Competition Authority's functions, artt. 28/32 cons. code.</p> <p>-Third part (Consumer relations): artt. 33-38 cons. code and confront to artt. 1341-42 civil code, art. 39 cons. code, artt. 44-67 cons. code (telemarketing deepening), art. 68 cons. code (signs of d. lgs. n. 70/03 and e-marketing), art. 101 cons. code.</p> <p>-Fourth Part (Security and quality): <u>artt. 102-135 <i>vicies ter</i> cons. code.</u></p> <p>-Fifth Part (Consumer associations and access to justice): <u>artt. 136-141/<i>decies</i> cons. code (signs 139/140/140 bis repealed and Title V-bis code of civil procedure, artt.840 -<i>bis</i>/ 840-<i>sexies decies</i> c.p.c. ).</u></p> <p>-Sixth Part (Final dispositions): <u>art. 143 and 144-<i>bis</i> cons. code.</u></p> <p>Consumer credit (artt. 121 /126 t.u.b.).</p>
<b>Books and bibliography</b>	<p>-Lecture notes of course available from personal web profile of Department of Economics, Management and Business law,</p> <p>-consumer code, by <a href="https://www.mimit.gov.it">https://www.mimit.gov.it</a></p> <p>Alternative for frequenters</p> <p>Agreed syllabus and educational material given in the lecture room.</p>
<b>Additional materials</b>	Measures, case-law given during the lessons.

<b>Work schedule</b>			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<b>Hours</b>			
48	42/44	4/6	
<b>ECTS</b>			
6			
<b>Teaching strategy</b>			
<b>Expected learning outcomes</b>			
<b>Knowledge and understanding on</b>	The student must know how to find, recognize, interpret the laws on the subject.		
<b>Applying knowledge and understanding on</b>	The student must be able to apply the studied to the contracts of which he is a part, as a consumer, or as part of his working life.		
<b>Soft skills</b>	<p><i>Making informed judgments and choices.</i></p> <p>The student must be able to assess the most appropriate tools to solve a problem.</p> <p><i>Communicating knowledge and understanding</i></p> <p>The student must be able to comment on the main sources of the subject.</p> <p><i>Capacities to continue learning</i></p> <p>The student must be able to understand the essential aspects of the laws examined and to apply them.</p>		

Assessment and feedback	
Methods of assessment	Oral examination, only for frequenters exemption.
Evaluation criteria	<p><i>Knowledge and understanding</i> Verification of ability to identify and comment basic and specialized consumption laws.</p> <p><i>Applying knowledge and understanding</i> Verification of ability to apply theoretical knowledge to practical cases described during the lessons.</p> <p><i>Autonomy of judgment</i> Verification of ability to critically discuss on the subject.</p> <p><i>Communication skills</i> Verification of ability to critical presentation of what is required.</p> <p><i>Communicating knowledge and understanding</i> Verification of ability to employ effectively study hours.</p> <p><i>Capacities to continue learning</i> Verification of ability to continue learning in the matter.</p>
Criteria for assessment and attribution of the final mark	Votes out of thirty.
Additional information	

The teacher

Daniela Mastrorilli