



5.00 credits

30.0 h

Q1

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| Language : | French |
| Place of the course | Bruxelles Saint-Louis |
| Learning outcomes | |
| Evaluation methods | <p>Individual written examination consisting of practical cases to be analysed in the form of open questions. Students are assessed on their ability to isolate and understand the legal and/or ethical issues raised, as well as on their ability to think and argue when applying their theoretical knowledge to the practical cases submitted to them. To pass the examination, students must obtain a mark of 10/20 or higher (sum of the marks obtained for the various questions). The second-session examination will be held in the same format and assessed according to the same evaluation criteria as the first-session examination. Special measures Covid-19 Should the evolution of the health situation so require, the written examination may be organised remotely, via the online course platform or any other tool made available by the University, in accordance with the same assessment criteria.</p> |
| Teaching methods | <p>The various themes will be tackled on the basis of practical case studies which will identify the applicable legal and/or ethical principles. A group discussion will then be held on how to interpret and apply these principles in different factual situations. Frequent links are made between the different subjects covered, as well as with current events, so that students learn to develop a critical interpretation and argument in relation to the legal and ethical issues put before them.</p> <p>In order to make the course as interactive as possible and to help them prepare for the material covered in the following course, students will be invited each week to read and analyse one or two case law decisions, opinions issued by self-regulatory bodies or contractual documents, or to work on practical cases. This work will not be assessed. They will also be free to submit practical cases or topical issues for group discussion. Theoretical aspects will be presented ex cathedra by the teacher, alternating with group reflection and analysis sessions. Special measures Covid-19 Should the evolution of the health situation so require, the course may be delivered remotely, in whole or in part, via the online course platform or any other tool made available by the University.</p> |
| Inline resources | All the documentation is available on Moodle. |
| Bibliography | <p>Buyle, J-P. et al. (2014). Les réseaux sociaux et le droit. Bruxelles : Larcier. Carneroli, S. (2013). Les aspects juridiques des réseaux sociaux. Brugge : Vanden Broele. Conseil de la Publicité (2013). Réglementation et contrôle de la publicité (8ème éd.). Docquir, B. et al. (2015). Actualités en droits intellectuels – L'intérêt de la comparaison. Bruxelles : Bruylant. Isgour, M. (2014). Le droit à l'image (2ème éd.). Bruxelles : Larcier. Mouffe, B. (2009). Le droit de la publicité (3ème éd.). Bruxelles : Bruylant. Ragheno, N. et al. (2017). Data protection & Privacy – Le GDPR dans la pratique. Limal : Anthemis. S</p> |
| Other infos | <p>Use of generative AI - Self-plagiarism</p> <p>All work is original. Students are expected to comply scrupulously with the rules and good practice of citation, referencing and non-plagiarism.</p> <p>The use of generative AI is accepted as long as it is occasional and limited, unless otherwise stipulated by the teacher and/or assistant. In all cases, the use of AI must be explicitly stated. Any part of the work or presentation that relies in any way on generative AI must be clearly identified (e.g. by a footnote) specifying which generative AI tool was used and how it was used in the part concerned.</p> <p>Very great care must be taken when 'reusing' personal or group work produced as part of any EU course. Exceptionally, such an approach may be envisaged provided that the student (1) requests permission from the teacher and/or assistant, (2) justifies this 're-use' in the context of the work, which, as a whole, must obviously constitute an original contribution in relation to the first work, and (3) scrupulously applies the rules of citation and referencing to any use of this work. Failure to comply with these rules may be considered an irregularity (self-plagiarism).</p> <p>Any failure to apply the above rules may lead to academic and/or disciplinary action for plagiarism and/or irregularity, in accordance with the General Study and Examination Regulations.</p> |
| Faculty or entity in charge | ESPB |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Communication Strategy and Digital Culture (shift schedule) | COMB2M | 5 | |  |
| Attestation de réussite : accession au niveau A pour les fonctionnaires fédéraux | ACNA7FC | 5 | |  |