



**TQF.3**

**Suan Sunandha Rajabhat University**

**College of Communication Arts  
Major in Cinematic Arts (International Program)**

**Section 1 General Information**

**1. Course ID : SFD2102**

**2. Course Title : Intellectual Property and Media Law**

**3. Credit : 3(2-2-5)**

**4. Curriculum : Bachelor of Fine Arts in Creativity  
and Digital Media  
(International  
Program)**

**5. Type of subject : Creativity and Digital Media  
Major Elective Course**

**6. Responsible lecturer :**  
Assist.Prof. Dr. Tawipas Pichaichanarong

**7. Contact Address : College of Communication Arts**

<b>8. Email :</b> lecturertawipas@aliyun.com
<b>9. Semester :</b> Semester 1/ 2024
<b>10. Year Level of Students :</b> 3rd Year Students
<b>11. Pre-requisite :</b> -
<b>12. Co-requisite :</b> -
<b>13. Learning Location:</b> Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakorn Pathom Campus

Online : Google Classroom <a href="https://classroom.google.com/c/NzAxNjQ1MjM1NjY2">https://classroom.google.com/c/NzAxNjQ1MjM1NjY2</a>
<b>14. Late Date for Course Preparing and Revising :</b>

## **Section 2 Aim and Objective**

<p><b>1. Objectives of Course :</b></p> <p>1.1 To Understand the fundamental principles of intellectual property law.</p> <p>1.2 To Analyze how IP laws affect media industries and content creators.</p> <p>1.3 To Explore current legal challenges and trends in media law.</p> <p>1.4 To Develop critical thinking skills to address IP and media law issues.</p>
<b>2. Objectives of Developing/Revising Course : -</b>

## Section 3 Course Structure

### 1. Course Outline

This course provides an in-depth exploration of intellectual property (IP) law and its implications for media industries. Students will study various forms of intellectual property, including copyright, trademark, patent, and trade secrets, and examine how these laws impact media production, distribution, and consumption. The course will also cover contemporary issues in media law, including digital rights management, privacy, and the role of emerging technologies.

### 2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Additional
2hours per week	2hours per week	5hours per week	upon student request

### 3. Time Length per Week for Individual Academic Consulting and Guidance

Lecture will be available every Monday From 13:00 to 17:00 at College of Communication Arts

b. Lecturer can also be reached e-mail for any short consultations:

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lecturertawipas@aliyun.com

c. Lecturer can also be reached for any consult via Discord id: aj\_tawipas\_66253

d. Consult via mobile : 065 942 3638

## Section 4 The Students Learning Outcome

## Development

### 1. Morals and Ethics

#### **Morals and Ethics to be developed**

Understand Ethical Implications: Gain insight into the ethical considerations related to intellectual property and media law, including the balance between protecting creators' rights and promoting public access to information.

#### **Teaching Strategies**

- (1) Requires a thoughtful approach to ensure that students not only understand theoretical concepts but also apply ethical principles in real-world scenarios. Here are some effective teaching strategies:
- (2) Provide an example of integrity in classroom such as no plagiarism.

#### **Evaluation Strategies**

- (1) Check student attendance every class.
- (2) Evaluate from how many students cheating in exam.
- (3) Evaluate from students' responsibility on their contribution on group project.

### 2. Knowledge

#### **Knowledge to be Acquired**

1. To the specific information or facts that students are expected to learn. It includes understanding key concepts, theories, and principles within a subject area.
2. Integrate knowledge from IP and media law with other legal disciplines, such as contract law or international law, to address complex legal problems.
3. Analyze how changes in laws or policies can impact the media industry and intellectual property rights.

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**Evaluation Strategies**

- (1) Pop-quiz, midterm, and final exam
- (2) single / group projects
- (3) Class Presentation

**3. Cognitive Skills**

**Cognitive Skills to be acquired**

- 1. Recognize and define key legal issues and challenges related to IP and media law.
- 2. Analyze judicial decisions and legal precedents to understand how courts interpret and apply IP and media law principles.

**Teaching Strategies**

- (1) Group Presentations
- (2) Participate in real film production such as working with production crew.
- (3) Student-centered learning and Problem-based learning

**Evaluation Strategies**

- (1) Pop-quiz, midterm, and final exam
- (2) single / group projects
- (3) Class Presentation

**4. Interpersonal Skills and Responsibilities**

**Interpersonal Skills and Responsibility to be Developed**

In the context of Intellectual Property (IP) and Media Law, interpersonal skills and professional responsibilities are crucial for effective practice and collaboration.

### **Teaching Strategies**

- (1) Allow students to work in unfamiliar situation with new team members.
- (2) Demonstrate the ability to clearly and persuasively communicate legal concepts, arguments, and advice to clients, colleagues, and other stakeholders.
- (3) Use advanced English to communicate in class and with lecturers.

### **Evaluation Strategies**

- (1) How students participate in teamwork.
- (2) How students use advanced English in their presentation.

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **Numerical Analysis, Communication and Information Technology Skills to be Developed**

In a course on Intellectual Property (IP) and Media Law, students should develop a range of skills related to numerical analysis, communication, and information technology. These skills enhance their ability to analyze data, communicate effectively, and utilize technology in legal practice.

### **Teaching Strategies**

- (1) Interpret and analyze quantitative data related to IP and media law, such as financial data from licensing agreements or market research on media consumption.
- (2) Understand and apply methods for valuing intellectual property assets, including calculating

damages in infringement cases or estimating the economic impact of IP portfolios.

(3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

### **Evaluation Strategies**

(1) Evaluate potential legal risks associated with IP and media law, including infringement risks, compliance issues, and potential liabilities.

(2) Evaluate assess opportunities for leveraging IP assets, such as through licensing, partnerships, or expansion into new markets.

## **Section 5: Teaching Schedule and Evaluation**

### **1. Teaching Schedule**

<b>Week</b>	<b>Topic and Detail</b>	<b>Hours</b>	<b>Activity and Media</b>	<b>Lecturer(s)</b>
1	- Course Orientation - Introduction to Intellectual Property Law	3	- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a>	Assist.Prof.Dr. Tawipas Pichaichanarong
2	- Intellectual Property (IP)	3	- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips - Group Discussion - Assignment	Assist.Prof.Dr. Tawipas Pichaichanarong

3	Copyright Law	3	<ul style="list-style-type: none"> <li>- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips</li> <li>- Workshop</li> <li>- Group Discussion</li> <li>-Single Presentation</li> <li>- Assignment</li> </ul>	Assist.Prof. Dr. Tawipas Pichaichanarong
4	Trademark Law	3	<ul style="list-style-type: none"> <li>- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips</li> <li>- Workshop</li> <li>- Group Discussion</li> <li>-Single Presentation</li> <li>- Assignment</li> </ul>	Assist.Prof. Dr. Tawipas Pichaichanarong
5	Patent Law	3	<ul style="list-style-type: none"> <li>- On-demand lesson <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a></li> <li>- Assignment</li> </ul>	Assist.Prof. Dr. Tawipas Pichaichanarong

6	Trade Secrets	3	<ul style="list-style-type: none"> <li>- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a></li> <li>-Video Clips</li> <li>- Workshop</li> <li>- Group Discussion</li> <li>-Single Presentation</li> <li>- Assignment</li> </ul>	Assist.Prof. Dr. Tawipas Pichaichanarong
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7	Media Law Overview	3	- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips - Workshop - Group Discussion - Assignment	Assist.Prof. Dr. Tawipas Pichaichanarong
8	<b>Mid-term Examination</b>			
9	Copyright in the Media	3	- On-demand lesson <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a>	Assist.Prof. Dr. Tawipas Pichaichanarong

10	Trademark and Branding in Media	3	- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips - Workshop - Group Discussion -Single Presentation	Assist.Prof. Dr. Tawipas Pichaichanarong
11	Patent Law in Media Technologies	3	- On-demand lesson <a href="https://meet.google.com/ijp-jebv-csp3lrpsKcbqQ">https://meet.google.com/ijp-jebv-csp3lrpsKcbqQ</a> -Assignment	Assist.Prof. Dr. Tawipas Pichaichanarong

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12	Privacy and Defamation in Media Law	3	- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips - Workshop - Group Discussion -Single Presentation - Assignment	Assist.Prof. Dr. Tawipas Pichaichanarong
13	Global Perspectives on IP and Media Law	3	- On-demand lesson <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Assignment	Assist.Prof. Dr. Tawipas Pichaichanarong
14	Global Perspectives on IP and Media Law	3	- Onsite / Online Lecture and Practice VDO conferencing <a href="https://meet.google.com/ijp-jebv-csp">https://meet.google.com/ijp-jebv-csp</a> -Video Clips - Workshop - Group Discussion -Single Presentation	Assist.Prof. Dr. Tawipas Pichaichanarong
15	<b>Final Examination</b>			

## 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
	Class Attendance	Every Week	10%

	Assignments and Quiz	Week2-7,9-16	50%
	Midterm Assignment	Week 8	20%
	Final Assignment	Week 17	20%

## Section 6 Learning and Teaching Resources

<p><b>1. Major Textbook and documents</b>  <i>Lionel Bently (2023). Intellectual Property Law.</i>  Oxford, England.</p>
<p><b>2. Text and documents</b>  -</p>
<p><b>3. Recommended and Internet Resources</b>  <a href="https://polikarpov.legal/en/industry/media-and-entertainment/">https://polikarpov.legal/en/industry/media-and-entertainment/</a></p>

## Section 7. Course Evaluation and Improvement

<p><b>1.Strategies for Course Evaluation by Students</b></p> <p>1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management</p> <p>1.2 Support subject effectiveness evaluation by students before and after studying</p> <p>1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying</p>
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## **2.Strategies for Course Evaluation by Lecturer**

2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration

2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration

2.3 Evaluation by students' scores

2.4 Evaluation of teaching by faculty's academic section

### **3. Teaching Revision**

3.1 Lecturer revises teaching/learning process based on the results from the students' Opinion, the lecturer team's observation, and classroom research.

### **4. Verification of student achievement standards**

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

### **5. Course Review and Improvement Plan for Course Effectiveness**

5.1 Revise and develop course structure and process every two years.

5.2 Assign different lecturers to teach this course to enhance students' ability.

## Section 8. Grading System

<b>Score (%)</b>	<b>Grade</b>	<b>Meaning</b>	<b>Value</b>
<b>86-100</b>	<b>A</b>	<b>Exceptional</b>	<b>4.00</b>
<b>82-85</b>	<b>A-</b>	<b>Excellent</b>	<b>3.75</b>
<b>78-81</b>	<b>B+</b>	<b>Very Good</b>	<b>3.50</b>
<b>74-77</b>	<b>B</b>	<b>Good</b>	<b>3.00</b>
<b>70-73</b>	<b>B-</b>	<b>Fairly Good</b>	<b>2.75</b>
<b>66-69</b>	<b>C+</b>	<b>Satisfactor y</b>	<b>2.50</b>
<b>62-65</b>	<b>C</b>	<b>Quite Satisfactor y</b>	<b>2.00</b>
<b>58-61</b>	<b>C-</b>	<b>Low Satisfactor y</b>	<b>1.75</b>
<b>54-57</b>	<b>D+</b>	<b>Poor</b>	<b>1.50</b>

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<b>50-53</b>	<b>D</b>	<b>Very Poor</b>	<b>1.00</b>
<b>46-49</b>	<b>D-</b>	<b>Extremely Poor</b>	<b>0.75</b>
<b>0-45</b>	<b>F</b>	<b>Fail</b>	<b>0.00</b>
<b>-</b>	<b>W</b>	<b>Withdraw</b>	<b>-</b>