

Juridische aspecten van marketing

1 Module 1: reclame

Altijd een ondersteunde verklaring bij een slogan (good for the planet, good for you): waarom?

Als consument geen opzet in hoofdte van de onderneming de adverteerder moet bewijzen. → zelfs de bedoeling niet, maakt niet uit!!

Art. 100 WER: International Chamber of Commerce deel van World trade organisation

1.1 Misleidende reclame/misleidende handelspraktijken

ART. 94 – 103 Wetboek Economische Recht Verboden handelspraktijken

Onoetlijk	Agressief	Misleidend
• Agressief (art. 101-103 WER) • Misleidend (art. 97-100 WER)	• Dwang, intimidatie,... • Transactie nemen die hij niet zou nemen	• Juiste of onjuiste informatie • Beslissing nemen die hij/zij anders niet zou nemen

Agressief: een consument wordt gedwongen → vrezen een bepaald niveau van als je een bepaalde aspect niet verricht, negatief vrezen

Misleidend: kan die geverifieerd worden? Kan de consument een conclusie nemen, waar de adverteerder kan verwachten of het juist is of niet?

Waarom is het verboden?

Consumenten doen aankopen zonder dat ze het beseffen gewoon omdat het bedrijf blijft aandringen.

Vb. luminous

- Agressieve handelspraktijk: betekend dat een persoon een dwang, druk of intimidatie uitoefent, ten aanzien van een persoon. Een consument die dan een transactie zou nemen die jij anders niet zou nemen.
- Bv: Hello fresh, elektriciteit leveranciers

Waarom is het verboden?

Onjuiste of niet volledige reclame kan de consument beslissingen laten nemen die hij of zij nooit zou nemen.

Vb. Unibet

Misleidende handelspraktijk: Misleidende reclame kan onjuiste of onvolledige informatie geven.

Bv: reclameboodschap uitzenden die juiste of onjuiste info bevat, maar die onvoldoende is om toe te laten dat de consument een beslissing neemt. Waardoor hij beslissingen zal nemen die hij normaal niet zou nemen

Artikelen Assortimentspolitiek Aspecten Van Marketing I

Marcel A. Müller



Artikelen Assortimentspolitiek Aspecten Van Marketing I:

This book delves into Artikelen Assortimentspolitiek Aspecten Van Marketing I. Artikelen Assortimentspolitiek Aspecten Van Marketing I is a crucial topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Artikelen Assortimentspolitiek Aspecten Van Marketing I, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Artikelen Assortimentspolitiek Aspecten Van Marketing I
 - Chapter 2: Essential Elements of Artikelen Assortimentspolitiek Aspecten Van Marketing I
 - Chapter 3: Artikelen Assortimentspolitiek Aspecten Van Marketing I in Everyday Life
 - Chapter 4: Artikelen Assortimentspolitiek Aspecten Van Marketing I in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, this book will provide an overview of Artikelen Assortimentspolitiek Aspecten Van Marketing I. The first chapter will explore what Artikelen Assortimentspolitiek Aspecten Van Marketing I is, why Artikelen Assortimentspolitiek Aspecten Van Marketing I is vital, and how to effectively learn about Artikelen Assortimentspolitiek Aspecten Van Marketing I.
 3. In chapter 2, the author will delve into the foundational concepts of Artikelen Assortimentspolitiek Aspecten Van Marketing I. This chapter will elucidate the essential principles that must be understood to grasp Artikelen Assortimentspolitiek Aspecten Van Marketing I in its entirety.
 4. In chapter 3, the author will examine the practical applications of Artikelen Assortimentspolitiek Aspecten Van Marketing I in daily life. This chapter will showcase real-world examples of how Artikelen Assortimentspolitiek Aspecten Van Marketing I can be effectively utilized in everyday scenarios.
 5. In chapter 4, this book will scrutinize the relevance of Artikelen Assortimentspolitiek Aspecten Van Marketing I in specific contexts. The fourth chapter will explore how Artikelen Assortimentspolitiek Aspecten Van Marketing I is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, this book will draw a conclusion about Artikelen Assortimentspolitiek Aspecten Van Marketing I. The final chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Artikelen Assortimentspolitiek Aspecten Van Marketing I.

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