Title of Article: An Investigation into the Legal Framework of Marketing InNigeria.

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Abstract: The conceptual framework of marketing as well as the laws relating to marketing activities was reviewed. In their investigation, issues pertaining to the contractual relationship, obligation as to title, description, fitness for purpose, condition for merchantable quality, sale by sample, liability in the law of deceit and negligence in the law of Tort as well as regulatory bodies set up to guide marketing activities and possibly protect the consumers in Nigeria were looked into. The article has proven the need for an improvement on this legal framework especially in the tort of Negligence.