

## **Chapter 23 Outline**

### Federal Laws

The Sherman Act

The Clayton Act

The Federal Trade Commission Act

The RobinsonPatman Act (Section II  
of the Clayton Act)

### Laws and Competitive Marketing

## **Competencies**

1. Describe the major federal acts and laws that impact marketing. (pp. 297–298)
2. Delineate what you cannot do with respect to marketing strategies and pricing. (pp. 298–299)
3. Identify unfair competitive practices. (p. 298)
4. Discuss the concept of antitrust. (p. 298)