



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Rights							
Course Code		PAR183		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		to identify consumers who are the subject of production and consumption in the developing and globalizing world and to identify the consumer and its importance in the market economy, to recognize the factors that determine the consumer behavior, to determine the consumer habits and purchasing decisions and consumer consciousness, consumer rights and environmental protection issues.							
Course Content		Basic concepts related to consumer behavior and consciousness, the place of consumer in the market economy, factors affecting consumer behavior, lifestyle, consumer habits, consumer buying decision process, consumer awareness and consumer rights, environment and consumer education.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	GOLDMAN, H. : "Customer Winning", Kal Der, Istanbul, 1989. GERSON, R. F. : Continuity in Customer Satisfaction, Rota Publications, Istanbul, 1997. GEVİŞ, Hıdır: "Life Story with Customer", Power Magazine, 1998.
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Week	Weekly Detailed Course Contents	
1	Theoretical	.Consumer behavior
2	Theoretical	The law of conservation of consumer (4077)
3	Theoretical	Label
4	Theoretical	Price
5	Theoretical	After sales service
6	Theoretical	After sales service
7	Theoretical	Warranty document
8	Theoretical	The law on protection of competition (4054)
9	Intermediate Exam	midterm
10	Theoretical	Consumer Consciousness and Consumer Movement
11	Theoretical	Consumer Consciousness and Consumer Movement
12	Theoretical	Consumer Rights and Responsibilities
13	Theoretical	Consumer Rights and Responsibilities
14	Theoretical	Case discussion
15	Theoretical	Case study
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Term Project	1	0	10	10
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Consumer awareness and laws and institutions to protect consumer rights in our country and environmental protection and consumer awareness and consumer education will be able to evaluate.
2	To have information about defective goods and services
3	Determination of various types of a sales contract as a consumer transaction
4	Formation and functioning of consumer organizations
5	Good determination of the environment of consumer rights

Programme Outcomes (Computer Programming)

1	Having knowledge and skills in web project preparation and publishing
2	Having the knowledge and skills necessary for proper use management of database applications
3	Having knowledge and skills for software development, testing and installation
4	Be able to use the hardware necessary for computer programming and solve the basic problems they have with hardware
5	To be able to use information and communication technologies at the level required by computer programming
6	To be able to produce solutions to problems encountered in the field
7	Having the competencies to make job planning in the profession
8	Communicating with colleagues and clients based on knowledge and skills
9	Be able to take responsibility as an individual or as a team member and to fulfill the responsibility
10	To be able to express written and oral expressions related to the study topic
11	Be able to adapt the winning information to new situations

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	1	1	2	2	2
P2	1	1	2	2	2
P3	1	1	1	1	1
P4	1	1	1	1	1
P5	1	1	1	1	1
P6	1	1	2	2	1
P7	1	1	1	1	2
P8	1	1	1	2	2
P9	1	1	2	1	1
P10	1	1	1	1	1
P11	1	1	1	1	1

