



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Legislation							
Course Code		PAR209		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Laws, regulations, etc. related to sales activities according to the characteristics of the student, sector and product. Be explored; to be able to control the appropriateness of the documents related to sales according to the legislation, to educate the sales personnel about the legislation according to the characteristics of the sector and product; according to the legislation, to ensure that the sales activities follow suitability.							
Course Content		Laws, regulations, etc. related to sales activities. To check the compliance of the documents related to sales, To educate the sales personnel about the legislation, To follow the compliance of the sales activities with the legislation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

### Recommended or Required Reading

1	Professor Dr. Cemal YÜKSELEN - Marketing & Principles-Management-Case Studies
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Week	Weekly Detailed Course Contents	
1	Theoretical	Laws, regulations, etc. related to sales activities. search
2	Theoretical	Laws, regulations, etc. related to sales activities. search
3	Theoretical	Laws, regulations, etc. related to sales activities. search
4	Theoretical	Laws, regulations, etc. related to sales activities. search. To check the conformity of the documents related to sales
5	Theoretical	To check the conformity of the documents related to sales
6	Theoretical	To check the conformity of the documents related to sales
7	Theoretical	To check the conformity of the documents related to sales
8	Theoretical	Train sales personnel about legislation
9	Intermediate Exam	midterm
10	Theoretical	Train sales personnel about legislation
11	Theoretical	Train sales personnel about legislation To follow the legislative conformity of sales activities
12	Theoretical	To follow the legislative conformity of sales activities
13	Theoretical	To follow the legislative conformity of sales activities
14	Theoretical	To follow the legislative conformity of sales activities
15	Theoretical	Laws, regulations, etc. related to sales activities. search
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28



Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Be able to master marketing legislation
2	Be able to act in accordance with marketing legislation
3	elective rights and use
4	legal contract types
5	universal rights of the consumer

### Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2
P1	5	5
P2	5	2
P3	4	4
P4	3	5
P5	4	5
P6	3	4
P7	5	5
P8	4	4
P9	5	5
P10	4	4
P11	3	3
P12	5	5
P13	4	5
P14	4	5

