



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 (Construction Technology)

1	Being able to have professional knowledge and skills as a result of being supported by the application on vocational qualifications gained in secondary education
2	To choose and use building materials
3	Building installations can be done
4	Applying concrete technology
5	Construction of roads
6	To be able to make professional computer applications
7	Technical drawings
8	Making professional drawing
9	Bidding and contracting
10	To be able to organize the site
11	Control and documentation of manufacturing
12	Can make application of building repair and strengthening works
13	To be able to determine soil types and make soil tests
14	Can control water supply and transmission activities
15	Making waste treatment facilities for polluting resources
16	Projecting of construction elements
17	Being able to make a professional project
18	Make land measurements
19	To be able to make professional practices

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

	L1
P1	3
P19	3

