



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 (Garment Manufacturing Technology)

1	To be able to use theoretical and practical knowledge related to Garment Manufacturing Technology
2	To carry out brand management, marketing and promotional activities related to Garment Manufacturing Technology
3	Having the skills of data collection, research report preparation and presentation for the research, preparing the project
4	Being able to plan the processes / processes related to Garment Manufacturing Technology to meet the expectations of the sector, to be able to make business organization, production plan and control, prepare working instructions
5	To be able to determine textile raw materials and surface properties, to choose garment auxiliary materials, to be able to control materials
6	To be able to carry out steps of pattern preparation, grading, pattern layout preparation
7	To be able to use necessary equipments and machines for applications related to Garment Manufacturing Technology and to make adjustments and maintenance
8	To be able to use computer aided pattern and design programs, production applications in Garment Manufacturing Technology
9	Having the ability to manage and organize business by creating the idea of establishing a business in the field
10	To be able to create a model by applying technical drawings of clothing and basic arts education
11	To be able to realize basic sewing techniques, production stages of women's, men's and children's wear

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

	L1	L2
P2	3	3
P4	3	3
P9	3	3
P11		2

