



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Marketing Legislation								
Course Code	PZL209			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	46 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Aim of this lesson is to give basic legal information about marketing to marketing students.								
Course Content	Defining marketing related legislation, sanctions, marketer responsibilities, ethics, and contract types of contract, and disclosure of consumer protection laws and regulations relating to the judiciary cysteine learning in solving problems.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Marketing Regulations, Erdal ÜNSALAN, Detay Yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing Concept
	Preparation Work	Instruction book
2	Theoretical	Role of marketing manager to code obligations
	Preparation Work	Instruction book
3	Theoretical	Role of marketing manager to code obligations
	Preparation Work	Instruction book
4	Theoretical	Marketing Manager's State to Code Obligations Draft
	Preparation Work	Instruction book
5	Theoretical	Marketer Consumer Relation
	Preparation Work	Instruction book
6	Theoretical	Legal legislation for consumer rights
	Preparation Work	Instruction book
7	Theoretical	Types of sales
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term exam
9	Theoretical	Defective good and its results
	Preparation Work	Instruction book
10	Theoretical	Legal ways for consumer
	Preparation Work	Instruction book
11	Theoretical	Sales on credit
	Preparation Work	Instruction book
12	Theoretical	Chilly sales
	Preparation Work	Instruction book
13	Theoretical	Consumer chambers
	Preparation Work	Instruction book
14	Theoretical	Unfair competition
	Preparation Work	Instruction book
15	Theoretical	An overview of the course
	Preparation Work	Instruction book



16	Preparation Work	Instruction book
	Final Exam	Final Exam
17	Preparation Work	Instruction book
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Reading	5	1	0	5
Midterm Examination	1	5	1	6
Final Examination	1	6	1	7
Total Workload (Hours)				46
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to have information about people who involved in relations foreign business and other business of merchant
2	To be able to have information about legal status of employees in the marketing area. (Current status and the status after law amendment).
3	To be able to have information between marketer and consumers.
4	To be able to have information about sales forms, contracts and features of them.
5	To be able to have information about potential conflict and their solutions

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	5	5	5	5	5
P2	3	3	5	3	5
P3	1	1	1	1	1
P4	3	5	5	3	5
P5	5	5	5	5	5
P6	3	3	5	1	1
P7	5	5	5	5	5
P8	1	1	1	1	1
P9	3	3	3	3	3
P10	1	1	1	1	1
P11	3	3	3	3	3
P12	5	1	5	3	5



P13	3	3	3	3	3
P14	1	1	1	1	1
P15	3	3	3	3	3

