



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Marketing Legislation								
Course Code	PMP209		Course Level		Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Marketing education students to give basic legal information in their field.								
Course Content	Marketing to identify with legislation, sanctions marketer's responsibility, ethical rules, agreements and contracts, consumer protection and disclosure of related laws and regulations be found in the solution of the problems of the judicial system								
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	70

Recommended or Required Reading

1	Pazarlama Mevzuatı
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Week	Weekly Detailed Course Contents	
1	Theoretical	about marketing concept
2	Theoretical	Marketer's debt law on the legal status
3	Theoretical	Marketer's debt law on the legal status
4	Theoretical	Marketers view, according to the draft law on debt
5	Theoretical	Marketer-consumer relations
6	Theoretical	legislation on consumer protection
7	Theoretical	Sales type
8	Intermediate Exam	Midterm
9	Theoretical	Defective products and results
10	Theoretical	Consumers can apply remedies
11	Theoretical	Installment sales
12	Theoretical	Distance selling
13	Theoretical	Consumer Courts
14	Theoretical	Unfair competition
15	Theoretical	An overview of what has been learned about the course

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	11	1	12



Final Examination	1	9	1	10
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = ECTS	2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

