



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 (<i>Hours</i>)	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	60

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	Theoretical	Consumer Consciousness and Consumer Movement
10	Theoretical	Consumer Consciousness and Consumer Movement
11	Theoretical	Consumer Rights and Responsibilities
12	Theoretical	Consumer Rights and Responsibilities
13	Theoretical	Case discussion
14	Theoretical	Case study

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 (Automotive Technology)

1	To be able to interpret and evaluate data, identify problems, analyze them, and develop evidence-based solutions by using basic knowledge and skills in the field.
2	Must be able to choose and effectively use the modern techniques, tools and information technologies necessary for field related applications.
3	Must be able to gain practical skills by examining relevant processes in industry and service sector on site.
4	They must be able to produce solutions, take responsibility for teams or do individual work when they encounter situations unforeseen in the field related applications.
5	Awareness of the need for lifelong learning; it must be able to follow the developments in science and technology and to constantly renew itself.
6	Must be able to use computer software and hardware at the basic level required by the field
7	Must have job security, worker health, environmental protection knowledge and quality awareness.
8	He must possess a level of foreign language knowledge that is capable of following the innovations in his area of expertise and communication techniques.
9	Must be able to acquire basic theoretical and practical knowledge about the field in mathematics, science and basic engineering.
10	It should have the ability to plan the processes / processes of the Automotive Program to meet the expectations of the sector.
11	To be able to design the systems and components related to the field by using technical drawing, computer aided drawing, designing using simulation programs and using various softwares, to be able to make basic sizing calculations, to be able to master professional plans and projects.

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

	L1
P5	1

