



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Retail Selling							
Course Code		PSY201		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To learn the basic concepts of retailing and learn detailed information about retailing							
Course Content		Distinguishing the distinctive management features of retailing, addressing various business problems, researching solutions, environmental and environmental conditions in retailing, understanding and identifying retailer organizations and customers, researching customer information in retailing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Aydın, K. (2005). Perakende Yönetiminin Temelleri. Ankara: Nobel Yayın Dağıtım.
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Intermediate Exam	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	13	3	16
Final Examination	1	14	3	17
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	



Programme Outcomes (Retail Sale and Store Management)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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	4	4	4	4	5
P2	3	3	3	5	4
P3	4	4	4	4	5
P4	4	5	3	5	4
P5	3	3	5	4	5
P6	4	4	4	5	4
P7	2	5	4	4	5
P8	5	4	4	5	4
P9	4	5	4	4	5
P10	3	4	4	4	4

