



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Store Design and Product Placement							
Course Code		PSY211		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To inform the store exterior design and shop window arrangement, in-store arrangements, product display, in-store layout							
Course Content		Corporate Identity; Corporate and Store Image Store Exterior Design and Showcase Arrangements In-Store Arrangements Display of Products Importance of Decoration Materials and Accessories in Stores In-Store Layout							
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	Mağazacılıkta Atmosfer - F. Müge Arslan
---	---

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	..
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	2	20	44
Midterm Examination	1	5	7	12
Final Examination	1	5	14	19
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	



3	
4	
5	

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

