AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Corporate Store İmage						
Course Code	PSY213		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Students taking this course will be able to recognize the concepts of corporate strategy, corporate culture, corporate personality and corporate identity and be able to practice in the sector.						
Course Content	To be able to explain the concepts of corporate strategy, corporate culture, corporate personality and corporate identity and to analyze the relationship between them.						
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	Bakan, Ömer (2005), Kurumsal İmaj, Konya: Tablet Kitabevi.

Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	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	3	4	5	5	5
P2	4	3	3	3	3
P3	3	5	5	4	4
P4	5	4	4	5	5
P5	4	5	3	4	5
P6	3	4	5	4	5
P7	4	3	4	5	4
P8	5	4	4	4	4
P9	4	5	5	5	4
P10	5	4	4	4	3