



## 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 (Hours)	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	70

### 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	Intermediate Exam	midterm
10	Theoretical	Consumer Consciousness and Consumer Movement
11	Theoretical	Consumer Consciousness and Consumer Movement
12	Theoretical	Consumer Rights and Responsibilities
13	Theoretical	Consumer Rights and Responsibilities
14	Theoretical	Case discussion
15	Theoretical	Case study
16	Final Exam	Semester final exam

### 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 (Private Security and Protection)

1	Know the powers of private security
2	Know defense and attack techniques
3	To understand the security measures
4	Establishing Organizational Communication
5	To apply the basic principles of first aid
6	To be able to make threat assessment and risk management
7	Learn what the body language is and what needs to be considered to ensure effective communication.
8	Weapon information
9	Knows Environmental Health Management in Disasters
10	Knows the elements of crime
11	Prepare a security plan
12	To have necessary knowledge in the field of criminology
13	To be able to determine employee and employer relations
14	To have information about the types of terrorist attacks and the signs of the attacks
15	Evaluate new approaches in security studies
16	Show effective interventions in social activities
17	Search and rescue in case of emergency, conducting emergency studies, can manage the organization
18	Explain the basic elements of health and the factors affecting it.
19	Know the basic principles of survival

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

	L4
P4	1

