



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|--|----------|--------------|--------|----------------------------------|----------|---|------------|---|
| 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

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| 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 |



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|---|---|---|---------------------------------------|----|
| 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

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|---|---|
| 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)

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| 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

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| | L4 |
| P4 | 1 |

