



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Legislation							
Course Code		PRL108		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	104 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Teaching the legal rights of consumer and the difficulties they can meet.							
Course Content		Consumer law, teaching consumer, consumer organisations, consumer rights							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
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Recommended or Required Reading

Week Weekly Detailed Course Contents

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	2	84
Midterm Examination	1	8	1	9
Final Examination	1	10	1	11
Total Workload (Hours)				104
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

