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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Tüketici Hukuku** | |  | 3 | 2+0 | 2 | 2 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Tüketici hakları, tüketicinin korunması, rekabet, marka, fikir ve sanat eserleri gibi konularda ihtiyaç duyacakları mesleki bilgi ve beceriye sahip olmalarını sağlamaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Tüketici hakları ve tüketicinin korunması gibi konularda temel bilgileri kavrar.  2.Pazarlama faaliyetlerinin tüketici hukuku çerçevesinde yürütülmesini sağlayacak bilgiler edinir.  3.Tüketicileri doğru şekilde bilgilendirmenin ve tüketici menfaatlerinin korunmasının önemini anlar. | | | | | | | Dersin İçeriği | Tüketici hakları, ayıplı mal, abonelik sözleşmeleri taksitle satış, ticari rekalm ve hakszı ticari uygulamalar tüketici hakem heyeti araştırmaları. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Tüketicinin Korunması Hakkında Kanun ve Yönetmelikler - Genel İnceleme | | | | | | | 2 | Tüketici Sözleşmelerindeki Haksız Şartlar, Satıştan Kaçınma, Sipariş Edilmeyen Mal ve Hizmetler | | | | | | | 3 | Ayıplı Mal- Ayıplı Hizmet | | | | | | | 4 | Taksitle Satış, Tüketici Kredileri, Konut Finansmanı | | | | | | | 5 | Diğer Tüketici Sözleşmeleri- Mesafeli Sözleşmeler | | | | | | | 6 | Devre Tatil ve Uzun Süreli Tatil Hizmeti Sözleşmeleri , Paket Turlar | | | | | | | 7 | Abonelik Sözleşmeleri, Promosyon Uygulamaları | | | | | | | 8 | Fiyat Etiketi, Tanıtma ve Kullanma Kılavuzu, Garanti Belgesi | | | | | | | 9 | Satış Sonrası Hizmetler, Tüketicilerin Bilinçlendirilmesi | | | | | | | 10 | Ticari Reklam ve Haksız Ticari Uygulamalar | | | | | | | 11 | Tüketici Kuruluşları, Tüketici Konseyi ve Reklam Konseyi | | | | | | | 12 | Yargılama, Denetim ve Cezaya İlişkin Hükümler | | | | | | | 13 | Tüketici Hakem Heyeti Araştırmaları | | | | | | | 14 | Tüketici Hakem Heyeti Araştırmaları | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Ünsalan, E. (2004). *Pazarlama Mevzuatı*. Ankara: Detay Yayıncılık. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 2 | | 3 | - | | 3 | 2 | | - | 2 | | 3 | 5 | | - | 2 | | **ÖÇ2** | 2 | | 3 | - | | 3 | 2 | | - | 2 | | 3 | 5 | | - | 2 | | **ÖÇ3** | 2 | | 3 | - | | 3 | 2 | | - | 2 | | 3 | 5 | | - | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Tüketici Hukuku | 2 | 3 | - | 3 | 2 | - | 2 | 3 | 5 | - | - | |