Course Syllabus

Code - Course Title	**PZL414 - Ethical and Legal Regulations in Marketing**
Course Type	VIII. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ NAZLI NUR UZ

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Ethical theories	
Week - 2		Models of ethical decision making	
Week - 3		Ethical values in business	
Week - 4		Ethics and marketing	
Week - 5		Ethical issues in product	
Week - 6		Ethical issues in pricing	
Week - 7		Ethical issues in distribution	
Week - 8		Ethical issues in marketing communication	
Week - 9		Ethical issues in marketing research	
Week - 10		Ethical issues in competition	
Week - 11		Consumer ethics	
Week - 12		Ethics and international marketing	
Week - 13		Laws and regulations on marketing	
Week - 14		Consumer organizations	

Learning Outcomes

#	Learning Outcome
1	Explain ethical theories and ethical decision making models
2	Comprehend the importance of ethics in marketing activities
3	Discuss ethical issues in product, pricing, distribution, marketing communication, marketing research, competition
4	Explain consumer ethics
5	Discuss ethical issues in cultural context in international marketing activities
6	Have knowledge related to current legal regulations concerning marketing activities

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.