Course Syllabus

Code - Course Title	**PZL224 - Marketing Law**
Course Type	IV. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. TAHİR ŞAHİN

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no course suggested for students taking this course.
Recommended Resources	Babacan, Muazzez (2012). Pazarlama Mevzuatı, Detay Yayıncılık, Ankara
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Fundamentals of Market Law; Relationship Between Law and Marketing	
Week - 2		Contracts Law, Legal Dimensions of Sales Contracts	
Week - 3		Consumer Protection: Consumer Protection Law	
Week - 4		Legal Rights and Responsibilities of Sales Man, Rights and Responsibilities of Consumers	
Week - 5		Competition; Unfair Competition	
Week - 6		Competition; Unfair Competition	
Week - 7		Antitrust Law	
Week - 8		Trade Name, Business Name	
Week - 9		Brand Name, The Law of Brands	
Week - 10		License Law	
Week - 11		License Law	
Week - 12		Copyright Laws for Creative Work	
Week - 13		Concept of Ethics in Marketing	
Week - 14		Seller and Seller's Ethical Responsibilities	

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.