Course Syllabus

Code - Course Title	**PMY203U - Store Atmosphere**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVİL BAYÇU

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no lesson related with the suggested lesson.
Recommended Resources	Oyman, M.(Ed.) (2013). Mağaza Atmosferi. Eskişehir. Anadolu University Publication Number: 2465, Distance Education Faculty Publication Number: 1436.
Work Placement	There is no internship or practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Identity and image in the light of Store Atmosphere and Its Effects	
Week - 2		The store's exterior styling and window dressing	
Week - 3		In-store regulations and the products to be exhibited	
Week - 4		Use of Accessories and Light, Sign, Point of Purchase Materials in Stores	
Week - 5		Repetition	
Week - 6		Question solution	
Week - 7		Midterm	
Week - 8		Factors Related to Smell, Taste, Touch & Feel Factors in Store Athmosphere	
Week - 9		se of color and music in stores and communication with consumers	
Week - 10		Store layout	
Week - 11		Atmosphere in virtual stores	
Week - 12		Repetition	
Week - 13		Question solution	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to define the store atmosphere in the light of identity and image concepts
2	Will be able to describe the exterior design and window arrangement applications in stores
3	Will be able to explain the interior design and space arrangements in stores and the factors that are effective for successful store designs
4	Will be able to interpret the affective dimensions of the atmosphere such as color, smell, temperature and behavioral dimensions such as communication with customers
5	Will be able to explain the types of equipment and lighting, store signs, point of purchase visual presentation tools in stores
6	Will be able to explain the importance of color selection and the effects of music use in stores
7	Will be able to explain how design and decoration should be in virtual stores

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**