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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Sales Management** |  | 2 | 2+1 | 2,5 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Optional |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | Your student; It is aimed to identify the characteristics of the customers by searching the sources for potential customers, to carry out the sales process by making pre-sales preparation, to follow the after-sales services and to provide coordination between the sales unit and the relevant units. |
| Course Learning Outcomes | At the end of this course, the student;1. Understands the place and importance of sales activities for businesses.2. The salesperson will have basic knowledge about recruitment, training and remuneration.3. Learns pre-sales, sales and post-sales processes.  |
| Course Content | Sales concept, sales force recruitment training, measurement and evaluation of sales activities. |
| **Weeks** | **Topics** |
| one | Importance of Sales Activities for Businesses |
| 2 | Sales and Personal Selling Concepts in Sales Persons |
| 3 | Sales Forecasts, Determination of Sales Force Size |
| 4 | Determination of Sales Quotas |
| 5 | Determination of Sales Regions |
| 6 | Sales Person Selection |
| 7 | Sales Force Training |
| 8 | Advancement of the Salesperson |
| 9 | Sales Person Motivation |
| 10 | Remuneration of the Sales Force |
| 11th | Leadership in the Sales Force |
| 12 | Creation of Sales Teams |
| 13 | Evaluation of Sales Force Performance |
| 14 | Sales Preparation, Meeting Objections, Realizing the Sales, After-Sales Follow-up |
| 15 | An overview |

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| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |
| İslamoğlu, A. and Altunışık, R. (2014). *Sales and sales management* . Sakarya Publishing.Okumus, A. (2013). *Professional sales management* . Istanbul University Open and Distance Education Faculty. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 2 | 3 | one | - |
| **LO2** | 3 | 3 | 3 | 3 | 3 | 2 | 5 | 2 | 3 | one | - |
| **LO3** | 3 | 3 | 3 | 5 | 4 | 2 | 5 | 2 | 4 | one | - |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Sales Management | 3 | 3 | 3 | 4 | 3 | 2 | 5 | 2 | 3 | one | - |

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