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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 | | | | | |  |  | | --- | | **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. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **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 | - | |