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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Sales Field Applications** | |  | 3 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | Design Purpose | This course aims to make students understand the sales area they will be involved in in their professional life and to plan the sales area, practical applications and evaluation. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Learns the concept of sales pitch.  2. Knows the volume of the sales area and the stakeholders involved.  3. Learn to create and coordinate a sales team.  4. Learns to prepare budget and report related to sales area. | | | | | | | Course Content |  | | | | | | | **Weeks** | **Topics** | | | | | | | one | Sales pitch concept | | | | | | | 2 | Sales of the field Determination | | | | | | | 3 | Sales in the field Place area Actors | | | | | | | 4 | Customer profile Creation | | | | | | | 5 | Sales Team | | | | | | | 6 | Sales Team Training-1 | | | | | | | 7 | Sales Team Training-2 | | | | | | | 8 | Sales of your team Task and your responsibilities Specification | | | | | | | 9 | Sales Team and Sales pitch | | | | | | | 10 | Sales volume Specification | | | | | | | 11th | Sales Estimates | | | | | | | 12 | of the field effective your use measurement | | | | | | | 13 | Sales Prediction models | | | | | | | 14 | From the field Incoming of data measurement and your results Evaluation | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Wllaence , TF and Sthal , AR (2011). *Sales and operations planning* . TF Wallace company . USA | | **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 | | 2 | 3 | | one | 2 | | 3 | 5 | | one | one | | - | 3 | | **LO2** | 3 | | 2 | 3 | | one | 2 | | 3 | 5 | | one | one | | - | 3 | | **LO3** | 3 | | 2 | 3 | | one | 2 | | 3 | 5 | | one | one | | - | 3 | | **LO4** | 3 | | 2 | 3 | | one | 2 | | 3 | 5 | | one | one | | - | 3 | | **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 Field Applications | 3 | 2 | 3 | one | 2 | 3 | 5 | one | one | - | 3 | |