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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 |

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| **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. |

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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 | 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 |

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