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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Sales Management** | |  | 3 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | To enable students to comprehend the basic principles of sales management and problem solving methods valid in the private sector within the framework of theoretical knowledge and application examples. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Knows the customer's rights and explains the personal sales process 2. Understands the importance of communication in sales 3. Has a solution method for what can be done to solve problems in troubled times when things do not always go as planned between customers and the business 4. Gain knowledge about the determination, training and motivation of the sales force | | | | | | | Course Content | Consumer Rights Law, Sales and Sales Profession, Consumption Psychology and Purchasing Motifs, The Role of Communication in Sales, Sales Process and Presentation, Meeting Objections and Closing Sales, Determination and Training of Sales Force | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | Consumer Rights Law | | | | | | | 2 | Sales and Sales Profession | | | | | | | 3 | Sales and Sales Profession | | | | | | | 4 | Consumption Psychology and Purchasing Motives | | | | | | | 5 | Consumption Psychology and Purchasing Motives | | | | | | | 6 | The Role of Communication in Sales | | | | | | | 7 | Sales Process and Presentation | | | | | | | 8 | Sales Process and Presentation | | | | | | | 9 | Meeting Objections in Sales and Closing the Sale | | | | | | | 10 | Meeting Objections in Sales and Closing the Sale | | | | | | | 11 | Determination and Training of Sales Force | | | | | | | 12 | Determination and Training of Sales Force | | | | | | | 13 | Sales Force Motivation | | | | | | | 14 | Sales Force Motivation | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | İslamoğlu, A. H., & Altunışık, R. (2009). Satış ve satış yönetimi (Gözden geçirilmiş 2. Baskı). Adapazarı: Sakarya Yayıncılık. | | **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** | | **LO1** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **LO2** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **LO3** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **LO4** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **LO: Learning Outcomes OP: Program Outcomes** | | | | | | | | | | | | | | | | | **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** | | Sales Management | 5 | - | 5 | 3 | 2 | - | 5 | - | 4 | 5 | |