|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Sales Management** | |  | II | 3+0 | 3 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | Your student; To be able to identify the characteristics of the customers by researching 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, to analyze the current situation of the sales according to the data obtained within the enterprise, and thus to be able to analyze the strengths and weaknesses of the unit. To be able to determine the directions of sales, to predict sales and to determine sales quotas, to manage commercial and financial documents related to sales, to determine the authority and responsibilities of sales personnel by choosing the organizational structure, to provide coordination of the sales team and to supervise sales personnel according to performance evaluation criteria. | | | | | | | Course Learning Outcomes | |  |  | | --- | --- | | |  | | --- | | At the end of this course, the student;  **1**  Prepares and sells the product for sale,  **2**  Manages after-sales services,  **3**  Gains experience in applying sales methods suitable for product characteristics. | | | | | | | | | Course Content | Sales, marketing, SWOT | | | | | | | **Weeks** | **Topics** | | | | | | | one | Researching Resources for Potential Customers and Listing Customers | | | | | | | 2 | Identifying Characteristics of Listed Customers | | | | | | | 3 | Pre-Sales Preparation | | | | | | | 4 | Performing the Sales Process | | | | | | | 5 | Managing the Crisis in the Sales Process | | | | | | | 6 | After sales services | | | | | | | 7 | Following Up After Sales Services | | | | | | | 8 | Ensuring Coordination Between Sales Unit and Related Units, Making Direct Sales | | | | | | | 9 | Forecasting Sales, Determining Sales Quotas, Managing Commercial and Financial Documents Related to Sales, Contributing to the Preparation and Implementation of the Unit Budget | | | | | | | 10 | Contributing to the Preparation and Implementation of the Unit Budget, Determining the Number of Sales Persons | | | | | | | 11th | Qualifying the Sales Person, Contributing to the Recruitment of the Sales Person | | | | | | | 12 | Establishing Departments, Choosing the Appropriate Organizational Structure and Determining Authorities and Responsibilities | | | | | | | 13 | Determining Region Characteristics, Creating the Route Appropriate for the Region | | | | | | | 14 | Coordinating the Sales Team, Supervising the Sales Persons | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** |  |  | | --- | | Yükselen, C. (2008). Sales Management, 2nd Edition, Detay Publishing. | | **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** | 5 | | 4 | 4 | | 5 | 5 | | 5 | 3 | | 5 | 4 | | 5 | 4 | | **LO2** | 3 | | 4 | 4 | | 5 | 5 | | 5 | 4 | | 5 | 4 | | 5 | 4 | | **LO3** | 4 | | 4 | 3 | | 5 | 5 | | 5 | 4 | | 5 | 3 | | 4 | 4 | | **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 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | |