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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Satış Yönetimi** | |  | 2 | 2+1 | 2,5 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencinin; potansiyel müşteriler için kaynakları araştırarak müşterilerin özelliklerini tespit edebilmesi, satış öncesi hazırlık yaparak satış sürecini gerçekleştirebilmesi, satış sonrası hizmetleri takip edebilmesi ve satış birimi ile ilgili birimler arasındaki koordinasyonu sağlayabilmesi amaçlanmakatadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Satış faaliyetlerinin işletmeler için yeri ve önemini kavrar.  2. Satış elemanı işe alım, eğitim ve ücretlendirme konularında temel düzeyde bilgi sahibi olur.  3.Satış öncesi, satış anı ve satış sonrasındaki süreçleri öğrenir. | | | | | | | Dersin İçeriği | Satış kavramı, satış gücünün işe alınması eğitimi, satış faliyetlerinin ölçümü ve değerlendirilmesi. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Satış Faaliyetlerinin İşletmeler İçin Önemi | | | | | | | 2 | Satış ve Kişisel Satış Kavramları, Satış Elemanlarında | | | | | | | 3 | Satış Tahminleri, Satış Gücü Büyüklüğünün Belirlenmesi | | | | | | | 4 | Satış Kotalarının Belirlenmesi | | | | | | | 5 | Satış Bölgelerinin Belirlenmesi | | | | | | | 6 | Satış Elemanı Seçimi | | | | | | | 7 | Satış Gücünün Eğitimi | | | | | | | 8 | Satış Elemanının Yükselmesi | | | | | | | 9 | Satış Elemanının Motivasyonu | | | | | | | 10 | Satış Gücünün Ücretlendirilmesi | | | | | | | 11 | Satış Gücünde Liderlik | | | | | | | 12 | Satış Takımlarının Oluşturulması | | | | | | | 13 | Satış Gücü Performansının Değerlendirilmesi | | | | | | | 14 | Satışa Hazırlık, İtirazları Karşılama, Satışı Gerçekleştirme, Satış Sonrası Takip | | | | | | | 15 | Genel Tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | İslamoğlu, A. ve Altunışık, R. (2014). *Satış ve satış yönetimi*. Sakarya Yayıncılık.  Okumuş, A. (2013). *Profesyonel satış yönetimi*. İstanbul Üniversitesi Açık ve Uzaktan Eğitim Fakültesi. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 3 | | 3 | 3 | | 3 | 3 | | 2 | 5 | | 2 | 3 | | 1 | - | | **ÖÇ2** | 3 | | 3 | 3 | | 3 | 3 | | 2 | 5 | | 2 | 3 | | 1 | - | | **ÖÇ3** | 3 | | 3 | 3 | | 5 | 4 | | 2 | 5 | | 2 | 4 | | 1 | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Satış Yönetimi | 3 | 3 | 3 | 4 | 3 | 2 | 5 | 2 | 3 | 1 | - | |