Course Syllabus

Code - Course Title	**PZL247 - Sales Management**
Course Type	III. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. DR. MEHMET GÖKHAN TURAN

Mode of Delivery	The mode of delivery of this course is Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Principles of Marketing I and II
Recommended Resources	AÖF Sales Management Book
Work Placement	N/A
Aims of the Course	The objective is to provide students with knowledge of personal selling and the stages of the sales process, while enabling them to develop the skills to apply the fundamental functions of management to the sales process.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	The role and importance of personal selling in marketing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 2	**LO-1**	Personal selling as a career	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 3	**LO-2**	Sales management and its functions	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

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Week - 4	LO-2	Sales management and the future	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 5	LO-1 LO-2	Sales tasks and selling activities	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 6	LO-2	Design of the sales organization	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis
Week - 7	LO-2	Sales forecasting	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 8	LO-2	Sales quotas	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming
Week - 9	LO-2	Sales quatas	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 10	LO-2	Sales quotas	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

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Week - 11	LO-4	Communication styles of sales people and customers	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 12	LO-1 LO-2	Personal selling process, pre-sale planning, exploring the customer need	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 13	LO-1	Personel selling process; sales presentation techniques, handling customer objections, closing the sales.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 14	LO-5	Sales and ethics	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis

Learning Outcomes

#	Learning Outcome
1	Students will be able to explain the personal selling process.
2	Students will be able to define sales management functions.
3	Students will be able to comprehend the importance of communication in sales.
4	Students will be able to classify customers in terms of their communication styles.
5	Students will be able to explain the ethical behaviors that sales representatives should possess.

Sustainable Development Goals

✓ Decent Work and Economic Growth ✓ Industry, Innovation and Infrastructure ✓ Responsible Production and Consumption ✓ Climate Action

Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship ✓ Logistics and Supply Chain ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	2.00	14	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	1.00	14	14
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	15.00	1	15
Final Sınavı Hazırlığı (sınav süresi dahil)	20.00	1	20
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**3.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Homework

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**