Course Syllabus

Code - Course Title	**PZL240 - Sales Techniques**
Course Type	IV. SEMESTER
Laboratory + Practice	2+2
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. DR. MEHMET GÖKHAN TURAN

Mode of Delivery	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
Recommended Resources	Satış Teknikleri (Ed.Nurcan TURAN) AÖF,2013
Work Placement	None
Aims of the Course	To provide students with theoretical and practical knowledge and skills regarding the sales process and sales techniques, and to train sales professionals with a strategic mindset.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-2**	The Concept of Personal Selling	Lecture, Question & Answer, Discussion, Case Study
Week - 2	**LO-1**	Development of Personal Selling	Lecture, Question & Answer, Discussion, Problem Solving, Brain Storming, Research and Inquiry
Week - 3	**LO-1**	The Features of Personal Selling	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 4	**LO-1**	Personal Selling according to Selling Efforts	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5	**LO-1**	Advantages and Disadvantages of Personal Selling	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 6	**LO-1**	Case Study	Case Study
Week - 7	**LO-1**	The Process of Selling; Determining of Potential Buyers	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 8	**LO-1**	Determining of Approach, Selling Speech and Body Language	Lecture, Question & Answer, Discussion, Case Study, Practice/Practical Work/Workshop
Week - 9	**LO-3**	Objection of Buyers	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Gamification, Practice/Practical Work/Workshop
Week - 10	**LO-3**	Closing Sale	Lecture, Question & Answer, Discussion, Case Study, Practice/Practical Work/Workshop
Week - 11	**LO-3**	Case Study	Case Study
Week - 12	**LO-1**	Consumer Relationships After Sale	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Gamification, Practice/Practical Work/Workshop, Research and Inquiry
Week - 13	**LO-3**	Consumer Follow up After Sale	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Practice/Practical Work/Workshop

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14	**LO-3**	Additional Services; Care and Repair Services	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop

Learning Outcomes

#	Learning Outcome
1	Explains the fundamental characteristics of sales philosophy.
2	Explains the concept of personal selling.
3	Will be able to make progress in sales force effectiveness and achieve high success.

Sustainable Development Goals

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

Course Theme

✓ Economics, Finance and Management

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	8.00	1	8
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	10.00	1	10
Final Sınavı Hazırlığı (sınav süresi dahil)	15.00	1	15
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	2.00	14	28
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**4.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Homework