Course Syllabus

Code - Course Title	**PZL214U - Sales Management**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSOC. PROF. DR. RIDVAN KOCAMAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Retail Sales Management: Definition, Importance and Content	
Week - 3		Retail Sales Management: Definition, Importance and Content	
Week - 4		Retail Sales and Relationship Management Process	
Week - 5		Retail Sales and Relationship Management Process	
Week - 6		Sales Forecasting and Sales Quotas Defining Methods	
Week - 7		Midterm Examination	
Week - 8		Selection and Training of Sales Force	
Week - 9		Organization of Sales Force	
Week - 10		Organization of Sales Force	
Week - 11		Sales Force Motivation and Rewarding.	
Week - 12		Sales Force Motivation and Rewarding.	
Week - 13		Sales Management Control Process and Performance Evaluation.	
Week - 14		Final Examination	

Learning Outcomes

#	Learning Outcome
1	Defines retailing and retail businesses.

Learning Outcomes

#	Learning Outcome
2	Explains the salesperson and the importance of sales.
3	Understands the workings of sales forecasting methods.
4	Interprets the selection stages of the sales force.
5	Explains the salesperson and the importance of sales.
6	Understands how a sales team can be organized by recognizing various types of organizations.
7	Explains how a sales team can be motivated by using various motivation theories.
8	Defines the concepts of control and performance evaluation in sales management.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

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

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**