Course Syllabus

Code - Course Title	**ÇMH206U - Sales Management and Telephones Sales**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MUHAMMET RECEP OKUR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no recommended courses related to the course.
Recommended Resources	Satış Yönetimi ve Telefonda Satış
Work Placement	There is no internship or practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Sales Management	
Week - 2		Personal Sales and the Sales Process	
Week - 3		Planning and Organizing the Sales Force	
Week - 4		Developing the Sales Force	
Week - 5		Midterm Question Work Out	
Week - 6		Midterm Question Work Out	
Week - 7		Midterm	
Week - 8		Motivation and Reward	
Week - 9		Evaluation of the Sales Force	
Week - 10		Telephone Sales Process and Techniques	
Week - 11		Telephone Marketing and Sales	
Week - 12		Final Exam Work Out	
Week - 13		Final Exam Work Out	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain the functions of sales management.
2	Will be able to define the activities at the sales phase.
3	Will be able to explain the process of sales force planning.
4	Will be able to define the selection procurement and selection process of the sales force.
5	Will be able to explain the motivation of the sales force and the tools it uses.
6	Will be able to explain the importance of performance evaluation.
7	Will be able to express the points to be considered in the sales process over the phone.
8	Will be able to explain telemarketing and sales systems.

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**