



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sales Management							
Course Code		PAR102		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	4	Practice	2	Laboratory	0
Objectives of the Course		Your student; to be able to determine the characteristics of the customers by searching the resources for the potential customers, to be able to perform the sales process by pre-sales preparation, to follow the after sales services and to provide the coordination between the sales unit and the related units, to analyze the current situation of the sales according to the obtained within the business, to determine the sales directions, to determine sales quotas, to manage commercial and financial documents related to sales, to determine the authority and responsibilities of sales personnel by choosing organization structure, to provide coordination of sales team and to control sales personnel according to performance evaluation criteria.							
Course Content		To investigate the resources for potential customers and to list the customers, To determine the characteristics of the listed customers, To prepare before the sales, To realize the sales process, To manage the crisis in the sales process, To follow the after sales services, To coordinate between the sales unit and the related units, To determine the strengths and weaknesses of the unit, To forecast the opportunities and threats of the market, To determine the long term strategic goals and targets, To collect the data necessary to make the sales forecast, To estimate the sales, To determine the sales quotas, to manage the commercial and financial documents, to contribute to the preparation and implementation of the unit budget, to determine the number of sales personnel, to determine the nature of sales personnel, to contribute to the supply of sales personnel, creating lumbars, choosing the appropriate organization structure and determining authority and responsibilities, determining the region characteristics, creating a route suitable for the region, ensuring the coordination of the sales team, supervising the sales staff.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Marketing Principles - Management - Case Studies; Professor Dr. Cemal YÜKSELEN
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Week	Weekly Detailed Course Contents	
1	Theoretical	Investigate resources for potential customers and list customers Identify properties of listed customers
2	Theoretical	Preparing for sales Carry out the sales process
3	Theoretical	Managing the crisis in the sales process To follow after sales services
5	Theoretical	Sell ??directly Indirect selling To analyze the current situation of sales
6	Theoretical	To analyze the current situation of sales Identify the strengths and weaknesses of the unit Predicting market opportunities and threats
7	Theoretical	Predicting market opportunities and threats To identify long-term strategic goals and targets Collect the necessary data to make a sales forecast
8	Theoretical	Collect the necessary data to make a sales forecast Forecast sales Setting sales quotas
9	Intermediate Exam	midterm



10	Theoretical	Setting sales quotas Managing commercial and financial documents related to sales Contributing to the preparation and implementation of the unit budget
11	Theoretical	Contributing to the preparation and implementation of the unit budget Determine number of sales staff
12	Theoretical	Determine the nature of the salesperson Contributing to the supply of sales personnel
13	Theoretical	Creating sections Selecting appropriate organization structure and determining authority and responsibilities
14	Theoretical	Specifying region properties To create a route suitable for the region
15	Theoretical	To coordinate the sales team Inspect sales staff
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	4	56
Lecture - Practice	14	0	2	28
Assignment	1	0	14	14
Term Project	1	0	15	15
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Preparing for potential customer
2	Preparing and selling the product
3	Manage after-sales services
4	Ability to apply sales methods according to the product characteristic
5	Develop sales strategy
6	Make a contribution to making sales forecasts
7	To be able to make financial / current transactions related to sales
8	To make sales force planning
9	Be able to create unit / region sales organization structure

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6	L7	L8	L9
P1	3	5	4	3	5	3	4	5	3



P2	2	1	3	2	1	2	3	1	2
P3	5	3	5	5	3	5	5	3	5
P4	4	4	2	4	4	4	2	4	4
P5	5	4	4	5	4	5	4	4	5
P6	5	3	3	5	3	5	3	3	5
P7	5	5	5	5	5	5		5	5
P8	3	4	4	3	4	3	4	4	3
P9	5	5	5	5	5	5	5	5	5
P10	5	4	4	5	4	5	4	4	5
P11	3	4	3	3	4	3	3	4	3
P12	2	5	5	2	5	2	5	5	2
P13	5	5	4	5	5	5	4	5	5
P14	5	5	4	5	5	5	4	5	5

