



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Field Sales Planning							
Course Code		PAR203		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	7	Workload	175 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The student will be able to plan the personal care and daily work plan according to the type and characteristics of the work to be done, to set the meeting agenda according to the characteristics of the work and the participants, to give participants information for the meeting, to foresee how much work the operator will need according to the workload, to be able to organize exhibition places, to arrange exhibition stands, to collect primary and secondary data according to the characteristics of work according to appropriate data collection methods and to analyze and interpret them with appropriate analysis techniques, to prepare appropriate written reports for organizational structure, to submit to top management and to file reports according to filing and archiving techniques; archived.							
Course Content		To make personal preparations, to make a business plan, to prepare necessary documents for the sales organization, to make daily meetings and job distribution with the sales team, to determine the meeting agenda, to give information to the participants for the meeting and to prepare the meeting place, to prepare the meetings in accordance with the agenda, to organize exhibition stands, to organize exhibition stands, to organize work area ergonomically, to collect the necessary primary and secondary data, to provide primary and secondary data, to provide information about the period of time for which employees will be allowed to use, analyzing and interpreting secondary data, preparing written reports appropriate to the institution's structure and submitting to the top management, making filing and archiving follow-up.							
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	Sales Management-Prof. Dr. Cemal YÜKSELEN
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Week	Weekly Detailed Course Contents	
1	Theoretical	Personal preparation Make a business plan
2	Theoretical	Make a business plan Prepare the necessary documents for the sales organization
3	Theoretical	To make daily meetings and job distribution with sales team
4	Theoretical	Setting a meeting agenda To provide participants with information about the meeting and prepare the meeting place
5	Theoretical	To provide participants with information about the meeting and prepare the meeting place Preparing meetings in accordance with the agenda
6	Theoretical	Preparing meetings in accordance with the agenda To anticipate how much time the unit will need to work
7	Theoretical	Obtain information about when employees will be allowed to leave To plan staffing allowance as work does not work
8	Theoretical	Organizing exhibition and arrangement spaces
9	Intermediate Exam	Midterm
10	Theoretical	Organizing exhibition and arrangement spaces Organizing fair stands
11	Theoretical	Organizing fair stands Ergonomically arranging the work area
12	Theoretical	Ergonomically arranging the work area Collect the required primary and secondary data
13	Theoretical	Collect the required primary and secondary data Analyze and interpret primary and secondary data



14	Theoretical	Analyze and interpret primary and secondary data To prepare written reports appropriate to the structure of the institution and submit it to the top management
15	Theoretical	Filing and archiving follow-up
16	Final Exam	Semester final exam

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	100	0	1	100
Seminar	35	0	1	35
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				175
[Total Workload (Hours) / 25*] = <b>ECTS</b>				7

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to prepare for work
2	Meeting
3	To be able to plan the sales personnel
4	Make / make sales spaces and workspace arrangements
5	Ability to collect and interpret data for reporting
6	Ability to collect and interpret data for reporting

**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
P1	3	5	4	3	5	4
P2	2	1	3	2	1	3
P3	5	3	5	4	3	5
P4	4	4	2	4	4	2
P5	5	4	4	5	4	4
P6	5	3	3	5	3	3
P7	5	5	5	5	5	5
P8	3	4	4	4	4	4
P9	5	5	5	4	5	5
P10	5	4	4	3	4	4
P11	3	4	3	3	4	3



P12	2	5	5	5	5	5
P13	5	5	4	5	5	4
P14	5	5	4	5	5	4

