



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Salesforce Education							
Course Code		PAR202		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	4	Practice	0	Laboratory	0
Objectives of the Course		According to the characteristics of the market and the target group, the student can follow the publications related to the profession and participate in the courses and seminars. By analyzing the package programs, he can select the package programs used in the sales process according to the business possibilities and can provide motivation by determining the need for motivation according to the performance evaluation results. to be able to analyze and interpret social developments by implementing them in accordance with the rules required by the work ethic, to ensure that they can manage stress according to the trainings they have received and the qualities they possess and to use the time effectively.							
Course Content		To follow the publications related to the profession, To participate in the courses and seminars, To analyze the package programs used in the sales process, To select the package programs used in the sales process, To provide the orientation of the sales staff, To provide the education of the sales staff, To provide the participation of the employees in congresses, seminars, To determine the need for performance measurement results, To determine career steps of employees, To establish a coaching and mentoring system that can create a career path for employees, To comply with ethical rules, To comply with ethical rules, To examine social developments , To interpret social events, to manage stress, to manage time.							
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	Prof. Dr. Cemal YÜKSELEN - Marketing & Principles-Management-Case Studies
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Week	Weekly Detailed Course Contents	
1	Theoretical	To follow the publications related to the profession Participating in courses and seminars Analysis of package programs used in sales process
2	Theoretical	Analysis of package programs used in sales process
3	Theoretical	Selection of package programs used in the sales process
4	Theoretical	Selection of package programs used in the sales process Provide orientation of sales staff
5	Theoretical	Provide orientation of sales staff Providing training of sales staff
6	Theoretical	To ensure that employees participate in activities such as congresses, seminars, panels Determine the motivation needs of sales staff
7	Theoretical	Determine the motivation needs of sales staff Providing the motivation of sales staff
8	Theoretical	Providing the motivation of sales staff To determine and measure performance criteria
9	Intermediate Exam	midterm
10	Theoretical	To make the requirements according to the performance measurement results Determine the career steps of employees
11	Theoretical	Determine the career steps of employees To create coaching and mentoring system that can create career path for employees



12	Theoretical	To create a coaching and mentoring system that can create career path for employees To comply with ethical rules
13	Theoretical	Ensure compliance with ethical rules To examine social developments
14	Theoretical	Interpret social events Managing stress
15	Theoretical	Managing stress Manage time
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	4	56
Term Project	32	0	1	32
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = <b>ECTS</b>				4

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Carrying out professional development activities
2	Use package programs related to product sales
3	Carrying out professional development activities of unit / region salespeople
4	Ability to motivate salespeople
5	Ability to evaluate unit / region salespeople performance
6	Helping unit / region salespeople 'career plans
7	To comply with professional ethics values
8	Follow social events
9	Manage stress and plan time

### 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	5	5	3	4	5	4	3	3	4
P3	5	3	5	5	3	5	5	3	5
P4	4	4	5		4	4	2	4	4
P5	5		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	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	5	4	3	3	4	3	3	4	3
P12	5	5	5	4	5	4	3	5	3
P13	5	5	4	5	5	5	4	5	5
P14	5	5	4	5	5	5	4	5	5

