



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Selling Management								
Course Code	PZL102			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	12	Workload	300 (Hours)	Theory	4	Practice	2	Laboratory	0
Objectives of the Course	In that course the subjects are discussed: Sales organization management, sales organization motivation, sales regions arrangement, sales quote preparation, Sales budgets, sales analyses, sales audit and sales ethic.								
Course Content	To give new information and remove deficiency information about sales management.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Case Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	TUNÇER, P., Satış Teknikleri, Adres Yayınları
2	YAMAMOTO G., Satış ve Satış Gücü Yönetimi, Literatür Yayıncılık
3	SELLER, Ö., Alaturka Satış Stratejileri, Alfa Yayınları
4	BALTAŞ, A., ÜRKMEZ, İ., SEVİL, İ., Satışta İletişim ve Beden Dili, Remzi Kitapevi
5	SASIK, T., Satışın Türkçesi, MediaCat Kitapları

Week	Weekly Detailed Course Contents	
1	Theoretical	Sales power and importance of seller in the company
2	Theoretical	Selection of the sales representative
3	Theoretical	Sample event analysis
4	Theoretical	Education of the sales representative
5	Theoretical	Sample event analysis
6	Theoretical	Motivation of sales power
7	Theoretical	Sample event analysis
8	Intermediate Exam	Midterm
9	Theoretical	Sales areas and determination of sales quotas
10	Theoretical	Sales expenditure and budget
11	Theoretical	Sample event analysis
12	Theoretical	Control of sales efforts
13	Theoretical	Ethics of sales management
14	Theoretical	Sample event analysis
15	Theoretical	An overview of the course
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	4	84
Lecture - Practice	14	1	2	42
Assignment	10	5	0	50
Reading	14	5	0	70
Practice Examination	1	35	1	36



Midterm Examination	1	17	1	18
			Total Workload (Hours)	300
			[Total Workload (Hours) / 25*] = ECTS	12
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend the concept of sales assistant and place of sales organization in the company
2	To be able to Comprehend selecting process of sales assistant and contribute to apply them
3	To be able to comprehend training process of sales assistant and to organize training programme
4	To be able to contribute to motivate for sales force
5	To contribute to set selling areas and sales quotas
6	To be able to contribute to set selling expenses and sales budget
7	To be able to contribute to audit selling efforts

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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
P1	4	4	5	5	5	5	5
P2	4	4	5	4	5	4	4
P3	5	4	4	4	4	4	4
P4	4	4	5	4	4	4	4
P5	5	4	4	5	4	4	4
P6	5	4	4	4	4	4	4
P7	5	4	4	4	4	4	4
P8	4	4	4	4	4	4	4
P9	4	4	4	4	4	4	4
P10	4	4	4	4	4	4	4
P11	4	4	4	4	4	4	4
P12	4	4	4	4	4	4	4
P13	4	3	4	4	4	3	4
P14	3	3	4	4	3	3	3
P15	3	3	4	3	3	3	4

