



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

Course Title	Sales Zone Planing								
Course Code	PZL203			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	7	Workload	179 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Personal care and according to the type of work you can do. Perform the daily work plan. According to the characteristics of the participants can identify the work and the meeting agenda. Provides information to the participants for the meeting is able to make. To predict the business future, predicts to the workload, how much he would need for the employee. Makes personnel holiday plans. Creates and modifies the Fair booths. According to the work required of primary and secondary data, according to data collection methods appropriate to collect and analyze and interpret a suitable analysis technique. Prepares written reports to the appropriate organizational structure. Reports presents to senior management. According to the techniques of archival filing, filing and archiving of reports provides.								
Course Content	The marketing executive will work to learn how to plan your entire field and its processes as a part of the whole marketing.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual 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	Individual Marketing and Marketing Management, Anadolu Üniversitesi Yayınları
2	Store Atmosphere, Anadolu Üniversitesi Yayınları
3	Retail Store Management, Anadolu Üniversitesi Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Personal preparations
	Preparation Work	Instruction book
2	Theoretical	To do a business plan (Part 1)
	Preparation Work	Instruction book
3	Theoretical	To do a business plan (Part 2)
	Preparation Work	Instruction book
4	Theoretical	Prepare the necessary documents for the sales organization
	Preparation Work	Instruction book
5	Theoretical	The distribution of the daily meetings and work with sales team Able to prepare
	Preparation Work	Instruction book
6	Theoretical	Determining the agenda of the meeting
	Preparation Work	Instruction book
7	Theoretical	Prepare the space for the meeting and the meeting participants to provide information
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term Exam
9	Theoretical	Editing fields of display and arrangement
	Preparation Work	Instruction book
10	Theoretical	Editing exhibition stands
	Preparation Work	Instruction book
11	Theoretical	Arrange an ergonomic work area
	Preparation Work	Instruction book
12	Theoretical	Arrange an ergonomic work area
	Preparation Work	Instruction book



13	Theoretical	Collect the necessary primary and secondary data
	Preparation Work	Instruction book
14	Theoretical	Collect the necessary primary and secondary data
	Preparation Work	Instruction book
15	Theoretical	An overview of the course
	Preparation Work	Instruction book
16	Preparation Work	Instruction book
	Final Exam	Final Exam
17	Preparation Work	Instruction book
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	10	5	0	50
Reading	10	6	0	60
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				179
[Total Workload (Hours) / 25*] = ECTS				7

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to prepare for the job (Part 1)
2	To be able to prepare for the job (Part 2)
3	To be able to prepare organization for the meeting
4	To be able to prepare holiday planning of salespeople
5	To be able to organize and create work area
6	To be able to collect and interpret data for reporting
7	To be able to prepare reports and archiving

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	5	5	5	5	5	5	5
P2	5	5	5	5	5	5	5
P3	3	3	4	5	5	3	3
P4	1	1	5	1	5	1	1



P5	1	1	1	5	5	5	5
P6	1	1	1	1	5	1	1
P7	1	1	1	1	1	1	1
P8	1	1	5	1	1	1	1
P9	1	1	1	1	4	3	3
P10	5	5	5	5	4	1	1
P11	1	1	5	5	1	1	1
P12	1	1	1	1	1	1	1
P13	1	1	1	1	1	5	5
P14	1	1	1	1	1	1	1
P15	1	1	1	1	1	1	1

