



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

Course Title	Sales Force Training								
Course Code	PZL202			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	9	Workload	225 (Hours)	Theory	4	Practice	0	Laboratory	0
Objectives of the Course	It provides to students; following publishes that are about personal sales, analysing programmes that are used in personal selling and to choose, determine motivation need according to performance evaluating results, carrying out sales by considering ethics, managing stress and time during sales.								
Course Content	Concept of Salesperson - Salesperson's Career Development Process - Training Programmes for Salesperson - Publishes that are about salesperson - Selling process, determining and analysing of programmes that are used during selling - Stress and time management during selling - Determining performance criteria and its measuring - Motivation of Salesperson - Personal Selling and Ethics								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Case Study, 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	Selling Techniques, Polat TUNÇER, Adres Yayınları
2	Selling and Selling Management, Gonca YAMAMOTO, Literatür Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and Characteristics of Personal Selling and its differences from the other promotion facilities, Advantages and disadvantages of Personal Selling
	Preparation Work	Instruction book
2	Theoretical	Salesperson Concept, Responsibilities of a Salesperson, and the characteristics that a salesperson needs to have
	Preparation Work	Instruction book
3	Theoretical	Salesperson's Professional Development Process, Education Programmes for of Salesperson, Publishes about Salesperson and following them
	Preparation Work	Instruction book
4	Theoretical	Analyzing the programmes that are used in during sales and choosing the appropriate programme
	Preparation Work	Instruction book
5	Theoretical	Motivation of salesperson- determining
	Preparation Work	Instruction book
6	Theoretical	Measuring performance criteria of salesperson's
	Preparation Work	Instruction book
7	Theoretical	Ethics in Personal Selling
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term exam
9	Theoretical	Communication at Personal Selling, Importance of Communication, Verbal Communication, Non-Verbal Communication at Personal Selling and Body Language
	Preparation Work	Instruction book
10	Theoretical	Personal Selling Process and its stages, Data Collection at Personal Selling and preparation for personal selling
	Preparation Work	Instruction book
11	Theoretical	Demonstration and Demonstration Strategies at Personal Selling



11	Preparation Work	Instruction book
12	Theoretical	Customer Objections at personal selling and reasons of objections and proposals for solution
	Preparation Work	Instruction book
13	Theoretical	Closing personal selling process, techniques at this stage and its timing
	Preparation Work	Instruction book
14	Theoretical	Management of stress and time
	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	2	4	84
Assignment	10	5	0	50
Reading	14	4	0	56
Midterm Examination	1	14	1	15
Final Examination	1	19	1	20
Total Workload (Hours)				225
[Total Workload (Hours) / 25*] = ECTS				9

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to use computer programs about selling product
2	To be able to assist salesperson in their career planning and career development,
3	To be able to consider professional ethics in sales
4	To be able to Manage stress and to plan time
5	To be able to learn principle of sales and its tactics

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
P1	5	5	5	5	5
P2	3	5	5	3	5
P3	3	5	5	5	5



P4	5	5	3	5	5
P5	1	3	5	3	3
P6	1	1	1	1	1
P7	1	1	4	1	1
P8	1	1	1	1	1
P9	5	1	1	1	1
P10	5	5	5	5	5
P11	1	1	1	4	5
P12	1	1	5	1	1
P13	4	5	1	4	4
P14	1	1	4	1	1
P15	1	1	1	1	1

