# AYDIN ADNAN MENDERES UNIVERSITY
## COURSE INFORMATION FORM

| Course Title | Selling and Sales Force Management | | | | | | |
|---|---|---|---|---|---|---|---|
| Course Code | PMP203 | | Couse Level | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 6 | Workload | 150 *(Hours)* | Theory | 4 | Practice | 0 | Laboratory | 0 |

| | |
|---|---|
| Objectives of the Course | Student; be able to determine the properties of resources investigating customer for potential customers to carry out their sales process, preparing pre-sales, to keep track of after-sales service and to ensure coordination between the relevant units with unit sales, to be able to analyze the current situation of the sales, according to data obtained in operation and thus the unit's strengths and weaknesses be able to determine the direction, to predict sales and identify sales quotas, sales-related business and financial documents to manage, to determine the salespeople selecting the organizational structure of authority and responsibilities, according to the order to ensure the coordination of the sales team and performance evaluation criteria is to provide greater control of the salesperson. |
| Course Content | Planning sales management functions and activities, coordination and control of sales activities, the organization of the sales force, the selection and training of the sales force representatives, personal characteristics and functions of salespeople, sales tracking and control. |
| Work Placement | N/A |
| Planned Learning Activities and Teaching Methods | Explanation (Presentation), Discussion, Case Study, Individual Study |
| Name of Lecturer(s) | |

## Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---|---|---|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

## Recommended or Required Reading

| 1 | Satış Yönetimi Eğitimi |
|---|---|

| Week | Weekly Detailed Course Contents | |
|---|---|---|
| 1 | Theoretical | The seller's place of business and sales force |
| 2 | Theoretical | The concept of sales management |
| 3 | Theoretical | Strategy and sales management |
| 4 | Theoretical | Selection of sales representatives |
| 5 | Theoretical | Training of sales representatives |
| 6 | Theoretical | Promotion of sales representatives |
| 7 | Theoretical | Motivation of sales representatives |
| 8 | Intermediate Exam | Midterm |
| 9 | Theoretical | Directing sales representatives |
| 10 | Theoretical | Creation of sales team |
| 11 | Theoretical | Sales performance evaluation |
| 12 | Theoretical | Determination of sales territories and sales quotas |
| 13 | Theoretical | Selling expenses and budgets |
| 14 | Theoretical | Control of the sales effort |

| 15 | Theoretical | An overview of what has been learned about the course |
|----|-------------|-------------------------------------------------------|

## Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|----------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 4 | 56 |
| Assignment | 5 | 5 | 0 | 25 |
| Individual Work | 8 | 5 | 0 | 40 |
| Midterm Examination | 1 | 15 | 1 | 16 |
| Final Examination | 1 | 12 | 1 | 13 |
| | | | Total Workload (Hours) | 150 |
| | | | [Total Workload (Hours) / 25*] = **ECTS** | 6 |

*25 hour workload is accepted as 1 ECTS

## Learning Outcomes

| 1 | |
|---|---|
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |

## Programme Outcomes *(Marketing)*

| 1 | Ability to use the theoretical information in the application |
|----|---|
| 2 | A process in order to meet the requirements of managing skills |
| 3 | Ability to work in interdisciplinary teams, including |
| 4 | Define and solve problems in professional practice |
| 5 | Professional ethics and responsibility |
| 6 | The ability to learn about sector problems |
| 7 | To understand the legal regulations and practices |
| 8 | Effective communication skills |
| 9 | Knowledge and use professional tools and techniques with other communication technology tools Ability |
| 10 | Career planning processes and practices |
| 11 | Vocational and entrepreneurial skills for self-reliance |
| 12 | Cultural and social responsibilities, understanding, adoption and application skills |
| 13 | Awareness of the necessity of lifelong learning and its ability to perform |
| 14 | To follow national and international contemporary issues |
| 15 | Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space |

## 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 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |