



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing and Sales							
Course Code		TAB226		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Basic marketing principles, concepts, marketing tools and marketing environment, as well as informing about the importance of sales management and sales management for the business.							
Course Content		Explaining the Concept of Marketing and Related Basic Concepts, Marketing Environment and Analysis of Market Opportunities, Consumer Purchase Decision Process, Market Segmentation, Target Market Identification and Positioning, Marketing Mix and Marketing Decisions, Importance of Sales Management in Business, Determination of Market and Sales Potential and Sales Forecasts, Creating Sales Teams and Performance Evaluation, Personal Sales Process.							
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	70

Recommended or Required Reading

1	İsmet MUCUK, Pazarlama İlkeleri, Türkmen Kitabevi, İstanbul, 2010.
2	https://yokdersleri.yok.gov.tr/#ders
3	Lecture notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Explanation of Marketing Concept and Related Basic Concepts
2	Theoretical	Analysis of Marketing Environment and Market Opportunities
3	Theoretical	Analysis of Consumer Behavior
4	Theoretical	Consumer Purchase Decision Process
5	Theoretical	Marketing Information System and Marketing Research
6	Theoretical	Market Segmentation, Target Market Identification and Positioning
7	Theoretical	Marketing Mix and Marketing Decisions
8	Intermediate Exam	Midterms
9	Theoretical	The Place and Importance of Sales Management in Business
10	Theoretical	Determination of Market and Sales Potential and Sales Forecasts
11	Theoretical	Determination of Sales Regions and Quotas
12	Theoretical	Choosing the Sales Force
13	Theoretical	Leadership in Sales Force
14	Theoretical	Creating Sales Teams and Performance Evaluation
15	Theoretical	Personal Selling Process
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	2	1	3
Individual Work	1	4	1	5
Midterm Examination	1	6	1	7



Final Examination	1	6	1	7
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Define the basic concepts of marketing.
2	Explains market segmentation principles and requirements, and understands the selection and positioning of the target market.
3	Recognize sales management and sales profession.
4	Learns effective sales process, sales planning and sales force management.
5	Have information about determination of market and sales potential and sales forecasts.

Programme Outcomes (Organic Agriculture)

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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	2	2	2	2	2
P3	3	3	3	3	4
P6	5	5	5	5	5
P10	4	4	4	5	4

