AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Personal Sale					
Course Code		BİY216		Couse Level	Short Cycle (Associate's Degree)		
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To give new information and remove deficiency information about sales management.					
Course Content		To teach basic knowledge of macroeconomics					
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.					
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	Lecturers Lesson Notes
2	TUNÇER, P., Satış Teknikleri, Adres Publishing
3	YAMAMOTO G., Satış ve Satış Gücü Yönetimi, Literatür Publishing

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and Features of Personal Selling
2	Theoretical	Philosophy of Personal Selling
3	Theoretical	Basic Information a Salesperson Must Have
4	Theoretical	Salesperson and Customer Relations
5	Theoretical	The Importance of Communication in Personal Selling
6	Theoretical	Communication Barriers in Personal Selling
7	Theoretical	Importance of Understanding Customer Needs, Question Techniques to be Used in Approaching the Customer
8	Theoretical	Midterm Exam
9	Theoretical	Customer Approach Techniques
10	Theoretical	Sales Presentation Mix
11	Theoretical	Presentation Strategies in Personal Sales
12	Theoretical	Types and Importance of Customer Objections
13	Theoretical	Attitude Towards Customer Objections
14	Theoretical	Close Selling Approaches
15	Theoretical	After Sales Customer Service
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	3	0	6
Midterm Examination	1	6	1	7
Final Examination	1	8	1	9
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Comprehending concept of sales assisstant and place of sales organization in the company
2	Contrubite to motivate for sales force
3	To contrubite to audit selling efforts.
4	To learn the determination of sales regions
5	To learn the determination of sales quotas

Programme Outcomes *(Business Administration Management)*

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	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	3	4	3	4	4
P2	3	3	3	3	3
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	3	3	3	3	3
P9	3	3	3	3	3
P10	3	3	3	3	3
P11	1	1	1	1	1