



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Selling Management							
Course Code		PSY202		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the sales management course is to provide the students with an understanding of the basic issues of the sales function, its place in the marketing function, its importance for the businesses, sales policies, different sales organizations and management techniques.							
Course Content		Sales preparation, communication with customer, personal sales.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Erdoğan Taşkın, Satış Teknikleri Eğitimi, Papatya Yayıncılık, İstanbul, 2006.
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Intermediate Exam	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	2	14	32
Midterm Examination	1	5	7	12
Final Examination	1	5	26	31
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	
2	
3	



4	
5	

**Programme Outcomes (Retail Sale and Store Management)**

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

**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	4	5	4	5	3
P2	4	3	3	3	4
P3	5	4	5	5	3
P4	3	5	5	5	5
P5	5	4	4	4	4
P6	4	4	5	5	5
P7	4	5	4	4	4
P8	5	4	5	5	3
P9	4	5	4	4	4
P10	5	4	5	5	5

