



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 (Laboratory Technology)

1	To be able to comprehend social, cultural and social responsibilities, to be able to follow national and international contemporary problems and developments
2	Atatürk is bound to Atatürk nationalism in the direction of principles and reforms; Adopting the national, moral, spiritual and cultural values of the Turkish people, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; Have a love of language and a consciousness; To have the ability to use as much of a foreign language as he would need to read, taste and habit and professionally.
3	To be able to recognize the basic hardware units and operating systems of a computer, having information about internet usage and preparing documents, spreadsheets and presentations on computer by using office programs.
4	Acquires theoretical and practical knowledge at the basic level in mathematics, science and vocational field.
5	With the knowledge of laboratory technology in the field, he knows and analyzes problems, brings interpretation of data and suggests solutions.
6	In laboratories, according to the prepared business plan and program, necessary work can be done to obtain the desired quality products.
7	To have professional and ethical responsibility in business life.
8	Development and change are open, follow scientific social and cultural innovations, and develop themselves constantly.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1
P1	3

