



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sales Techniques and Management							
Course Code		REH442		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is aimed that students will gain enough knowledge, skills and other competences needed in tourism establishments about the topics of sales techniques and sales methods by taking into account the changing consumer expectation, request and needs.							
Course Content		Within the scope of the lesson, firstly, the place and the importance of sales in marketing studies will be explained. Students learn for what purposes they will use “sales” in their professional lives. Subjects will be conveyed according to the working principles of tourism establishments. Planning of sales force, education of salesmen, effective sales techniques, evaluating of management of sales penetrations with regards to the five basis functions and phases of sales process are among the subjects which will be treated							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, 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	Yükselen, C. (2010) Satış Yönetimi, 3. Baskı, Ankara, Detay Yayıncılık,
2	Yamamoto, G. T. (2007) Satış ve Satış Gücü Yönetimi, Literatür Yayıncılık.
3	İslamoğlu, A. H., ve Altunışık, R. (2009). Satış ve Satış Yönetimi, Sakarya, Sakarya Kitabevi.

Week	Weekly Detailed Course Contents	
1	Theoretical	Preliminary information will be given about the objectives, importance, concept, contents, methods of measurement and sources of the lesson.
2	Theoretical	Place and importance of sales management and marketing activities, sales will be evaluated with regards to tourism establishments.
3	Theoretical	Consumer psychology and buying motives will be handled within the perspective of tourism establishments
4	Theoretical	Process and phases of sales will be given together by giving different examples.
5	Theoretical	The subject of fulfilling the customers' objections will be conveyed within the frame of different touristic cultures and consumer behaviours.
6	Theoretical	Sales planning: the objectives of sales force, strategies of sales force, structure of sales force, size of sales force will be given together.
7	Theoretical	The subjects of sales forecasting, sales quota and sales budget management will be explained by giving examples with regards to different tourism establishments.
8	Theoretical	Election of sales personnel and employment procedure will be pared with the process of human resources
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Charging, rewarding, supervising, motivating conditions of sales personnel will be explained.
11	Theoretical	It will be explained with what kind of methods sales force of performance evaluation is carried out.
12	Theoretical	Effective sales techniques will be explained and role playing activities will be conducted by making use of these information.
13	Theoretical	Role playing and analysis of case study will be continued.
14	Theoretical	Role playing and analysis of case study will be continued.
15	Theoretical	General review will be done and deficiencies will be made up for.
16	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	2	7	0	14
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to evaluate five basic factors of management activities in terms of sales penetration,
2	To be able to organize the selection, education, payments, motivation and supervision of the marketing team required for tourism operation.
3	To be able to apply efficient marketing techniques
4	Gets information about consumer psychology and buying motives.
5	To be able to explain with what kind of methods sales force of performance evaluation is carried out.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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	5	5	5	5	5
P2	4	4	4	4	4
P3	4	4	4	4	5
P4	5	5	5	5	5
P5	4	4	4	4	5
P6	3	3	3	1	1
P7	1	1	1	1	1
P8	5	5	5	5	5
P9	3	3	3	1	3
P10	5	5	5	5	5
P11	5	5	5	5	5
P12	5	5	5	5	5
P13	5	5	5	5	5
P14	5	5	5	5	5
P15	3	3	3	5	4
P16	4	4	4	4	4

