



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sales Area Planning							
Course Code		PRL209		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	7	Workload	0 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		The student work to be done according to the type and characteristics of individual care and daily work plan gerçekleştirebilmesini, according to the characteristics of work and the participants determine the agenda of the meeting, the meeting participants to verebilmesini information, how much is needed for the business in the future he would tahminlediği öngörülmebilmesini to the workload, staff scheduling to enable participants exhibited and arranged venues, exhibition stands and be able to edit, according to the work of primary and secondary data required by the appropriate data collection methods and analysis techniques to gather and analyze appropriate yorumlayabilmesini, organizational structure hazırlayabilmesini appropriate written reports, be able to present to senior management, and filing reports, filing and archiving, according to the technique able to provide archived.							
Course Content		Personal care, business plan, sales organization, meetings, workload, personnel planning, exhibition and arrangement, exhibition, reports.							
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	Lecture notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Making personal preparation and business plan
	Preparation Work	Lecture notes

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
			Total Workload (Hours)	0
			[Total Workload (Hours) / 25*] = ECTS	0
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Making personal preparation and business plan
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