



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sales Management							
Course Code		IYO267		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	72 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The transfer of information about the execution and management of sales activities that can be thought of as the task of managing the point of contact with the customer when marketing activities are carried out.							
Course Content		Basic concepts in sales management context, sales process and sales management are explained in this lesson.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Assoc. Prof. Bahar GÜRDİN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecture notes
2	• Yükselen Cemal (2007) Satış Yönetimi, Detay Yayıncılık. İslamoğlu ve Altunışık Remzi (2007) Satış ve Satış Yönetimi, Sakarya Kitabevi.

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing and sales
2	Theoretical	Sales and sales profession
3	Theoretical	Consumption psychology and buying motives
4	Theoretical	The role of communication in sales
5	Theoretical	Selling process
6	Theoretical	Sales presentation
7	Theoretical	Meeting objections in sales
8	Theoretical	Sales management
9	Intermediate Exam	Midterm exam
10	Theoretical	Sales planning and budgeting
11	Theoretical	Sales force determination and training
12	Theoretical	Sales force motivation
13	Theoretical	Performance measurement in sales
14	Theoretical	The future of sales profession
15	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	12	1	13
Final Examination	1	16	1	17
Total Workload (Hours)				72
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Defines and associates concepts that form the basis of sales and sales management.
2	Explain sales process, organizes and manages the items of process.
3	Explains the knowledge and skills that the sales profession and the salesperson should possess and discusses the behaviors exhibited by a typical salesperson and presents suggestions.
4	To be able to empowered with on-the-go budgeting techniques
5	To be able to good communicator for salesperson motivation

