

# MANAGEMENT OF INTERNATIONAL SAILING

1	Course Title:	MANAGEMENT OF INTERNATIONAL SAILING
2	Course Code:	UAT5121
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. Filiz .Eren BÖLÜKTEPE eboluktepe @uludag.edu.tr Uludağ Üniversitesi, İnşaat İşletme Fakültesi İşletme Bölümü
17	Website:	
18	Objective of the Course:	The objective of this course is to examine the elements of an effective sales force as a key component of the organization's total international marketing effort.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Interpret the role of sales management in international marketing
	2	Appreciate the role of personal selling in international markets
	3	Articulate the principles and problems of managing an international sales team
	4	Analyse the cultural factors affecting international sales management
	5	Explain the sales force's role in international marketing research
	6	deepen the theoretical and practical knowledge in the field international sales management
	7	Effectively express advanced marketing concepts
	8	Appreciate the possible ethical issues inherent in international sales activities.

		9	follow up the scientific developments in the field international marketing  follow up the scientific developments in the field international marketing follow up the scientific developments in the field international marketing  follow up the scientific developments in the field international marketing Follow up the scientific developments in the field international marketing		
		10	articulate his/her research findings both orally and in writing		
21	Course Content:				
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Week	Theoretical		Practice		
1	Market-oriented perspectives and international sales management				
2	International sales process and techniques				
3	Professional sales skills for each step of the sales process				
4	Challenges faced by international sales				
Activites			Number	Duration (hour)	Total Work Load (hour)
6	Theoretical: An overview of international sales and marketing opportunities		14	3.00	42.00
Practicals/Labs			0	0.00	0.00
7	Self study: Structure of international Sales		14	2.00	28.00
Homeworks			1	60.00	60.00
8	Projects: Managing the international sales territory		0	0.00	0.00
9	Formulating sales strategies at the				
Field Studies			0	0.00	0.00
10	Midterm Exams: Requirement and selection process for sales		0	0.00	0.00
Others			0	0.00	0.00
11	Final Exams: Development and Conducting international Sales Training Programme		1	25.00	25.00
Total Work Load					155.00
Total work load/ 30 hr					5.17
ECTS Credit of the Course					5.00
14	Ethical and legal issues in international sales management				
22	Textbooks, References and/or Other Materials:		Sales Management: A Global Perspective, Earl, D. Honeycutt, John B. Forth, Antonis, C. Simintiras, Roudledge, USA, 2003  Örnek Olaylarla Satış Yönetimi, Mehmet Karafakioğlu, Literatür Yayıncılık Dağıtım, İstanbul, 2012.		
23	Assesment				
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT		
Midterm Exam		0	0.00		

