

SALES MANAGEMENT

1	Course Title:	SALES MANAGEMENT	
2	Course Code:	PZRS020	
3	Type of Course:	Optional	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	2.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	No prerequisite	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. HANDE ARIKAN KILIÇ	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	arikanh@uludag.edu.tr Tel:(0224)6133102/61510	
17	Website:		
18	Objective of the Course:	The student, researching the characteristics of customers, is able to detect sources of potential customers, carry out the sales process, preparing pre-sales, after-sales services to follow, and can provide the coordination between the relevant services, with unit sales, business sales, according to data obtained in the analysis of the current situation so that the unit able to identify the strengths and weaknesses, to predict sales and identify sales quotas, sales-related business and financial documents to manage, organization, powers and responsibilities of salespeople to determine the structure by selecting the sales team can provide the coordination and performance evaluation criteria to enable salespeople to control	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Being able to explain concepts of personnel selling and sales management during marketing process
		2	Being able to comprehend sales process
		3	Being able to form and apply sales estimation methods
		4	Being able to apply sales estimation methods
		5	Being able to determine and apply sales budgets
		6	Being able to form the structure of unit/region sales
		7	Being able to apply motivating methods of sales people
		8	Being able to provide coordination of unit/region sales team and to control it.
		9	Being able to explain the objection of sales and to meet
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	

1	Concept of Sales and Sales Management	
2	Sales Management and Planning	
3	Organization of Sales Management	
4	Demand and Sales Schedule	
5	Sales Budgets, sales Quotas	
6	Payment of Sales Force	
7	Sales Force Motivation	
8	Course review and Mid-term	
9	Estimation of Demand	
10	Sales Estimation and Methods	
11	Sales Based on Region and Sales Based on Product	
12	Sales Process: Preparation, Stages,	
13	Dealing with objections, Selling, Monitoring and Control	
14	Ethic and Legal Dimensions of sales management	
22	Textbooks, References and/or Other Materials:	Texbook, books to helps, other sources
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBER
		WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	3.00	42.00
Homeworks	1	1.00	1.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	4.00	4.00
Others	0	0.00	0.00
Final Exams	1	8.00	8.00
Total Work Load			97.00
Total work load/ 30 hr			3.23
ECTS Credit of the Course			3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			