SALES MANAGEMENT											
1	Course Title:	SALES	SALES MANAGEMENT								
2	Course Code:	PZRS02	20								
3	Type of Course:	Optional	ı								
4	Level of Course:	Short Cy	/cle								
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 mee								
		10									
21	Course Content:										
		Co	ourse Content:								
Week Theoretical Practice											

Home-Helf-project	1	Con	cept	of Sa	es an	d Sale	es Man	agem	ent											
4   Demand and Sales Schedule	2	Sales Management and Planning																		
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 15 Textbooks, References and/or Other Materials: 23 Assesment 27 Textbooks, References and/or Other Mumber Mumber Duration (hour) 28 Textbooks, References and/or Other Mumber Duration (hour) 29 Textbooks, References and/or Other Mumber Duration (hour) 19 Textbooks Duration (hour) 19 Textb	3	Organization of Sales Management																		
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: 23 Assesment  TERM LEARNING ACTIVITIES Number Duration (hour) THOUGH ALEMPHY Project DURATION 14.00  THOUGH ALEMPHY PROJECT DURATION 15.00  Self-study and preparation Pure Practicals/Labs DURATION 15.00  Practicals/Labs DURATION 15.00  Self-study and preparation Purple Duration (hour)  THOUGH ALEMPHY PROJECT DURATION 15.00  Projects DURATION 15.00  Projects DURATION 15.00  TOTAL Work Load TARLE DURATION 15.00  TOTAL Work Load TARLE DURATION 15.00  CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS  PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8 PQ9 PQ1 PQ11 PQ12 PQ1 PQ14 PQ15 PQ1 ID PQ14 ID PQ14 ID PQ14 ID PQ15 ID PQ15 ID PQ16 ID PQ16 ID PQ16 ID PQ16 ID PQ17 ID PQ18 ID PQ19 I	4	Demand and Sales Schedule																		
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 122 Textbooks, References and/or Other Materials: 123 Assesment 126 Textbooks, References and/or Other Materials: 128 Number Duration (hour) 1701 Total Work Load (hour) 1702 Textbooks, References and/or Other Materials: 18 Number Duration (hour) 18 Total Work Load (hour) 19 Total Work Load (hour) 10 Department (hour) 10 Department (hour) 10 Department (hour) 11 Department (hour) 12 Department (hour) 13 Department (hour) 14 Department (hour) 15 Department (hour) 16 Department (hour) 17 Department (hour) 18 Department (hour) 19 Department (hour) 19 Department (hour) 19 Department (hour) 10 Department (hour) 10 Department (hour) 10 Department (hour) 11 Department (hour) 12 Department (hour) 13 Department (hour) 14 Department (hour) 15 Department (hour) 16 Department (hour) 17 Department (hour) 18 Department (	5	Sale	Sales Budgets, sales Quotas																	
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: 23 Assesment  TERM LEARNING ACTIVITIES Number  Number  Duration (hour) Total Work Load (hour)  Number  Duration (hour) Total Work Load (hour)  Number Duration (hour) Total Work Load (hour) Number Duration (hour) Nu	6	Pay	ment	of Sa	les Fo	rce														
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10   Sales Estimation and Methods	8	Course review and Mid-term																		
11   Sales Based on Region and Sales Based on Product	9	Estimation of Demand																		
Product   12   Sales Process: Preparation, Stages,   13   Dealing with objections, Selling, Monitoring and Control   14   Ethic and Legal Dimensions of sales management	10	Sales Estimation and Methods																		
13	11																			
Activities	12	Sales Process: Preparation, Stages,																		
Management   Textbooks, References and/or Other   Materials:   Assessment   Textbooks   Materials:   Assessment   Textbooks   Mumber   Duration (hour)   Total Work   Load (hour)   T	13																			
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Homeworks								1	100400					3.00			42.00			
Field Studies									1					1.00			1.00			
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Total Work Load  Total work load/ 30 hr  ECTS Credit of the Course  25  CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS  PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8 PQ9 PQ1 PQ11 PQ12 PQ1 PQ14 PQ15 PQ16  LO: Learning Objectives PQ: Program Qualifications  Contrib 1 very low 2 low 3 Medium 4 High 5 Very High ution	Others								0					0.00			0.00			
Total Work Load  Total work load/ 30 hr  ECTS Credit of the Course  25  CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS  PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8 PQ9 PQ1 PQ11 PQ12 PQ1 PQ14 PQ15 PQ16  LO: Learning Objectives PQ: Program Qualifications  Contrib 1 very low 2 low 3 Medium 4 High 5 Very High ution	Final Exams 24 FCTS / WORK LOAD TABLE							1						8.00						
25 CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS  PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8 PQ9 PQ1 PQ11 PQ12 PQ1 PQ14 PQ15 PQ16  LO: Learning Objectives PQ: Program Qualifications  Contrib 1 very low 2 low 3 Medium 4 High 5 Very High ution	Total Work Load														97.00					
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LO: Learning Objectives PQ: Program Qualifications  Contrib 1 very low 2 low 3 Medium 4 High 5 Very High ution	25																			
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