

SALES FORCE MANAGEMENT

1	Course Title:	SALES FORCE MANAGEMENT	
2	Course Code:	ISL3308	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	3	
6	Semester:	6	
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:	Prof. Dr. MURAT HAKAN ALTINTAŞ	
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın	
16	Contact information of the Course Coordinator:	Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü, Görükle, Bursa,mhakan@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	Providing information to decision makers about marketing problems and solutions of these problems.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Learning how to create sales force organization
		2	Learning recruitment methods of sales force
		3	Learning sales training methods
		4	Learning how to motivate sales force
		5	Knowing sales force's compensation methods
		6	Making sales forecasting
		7	Preparing sales budgets and makings sales planning
		8	Managing sales territories effectively
		9	Appraising sales and sales force performance
		10	Understanding international sales management process
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	The role of sales force management in marketing		
2	New marketing approaches and its effects on sales force management		
3	Roles and functions in the sales force		
4	Sales structures and sales force organization		

5	Selling process	
6	Recruitment of sales force	
7	Sales force training (mid-term exam)	
8	Motivation of sales force	
9	Sales forecasting and sales planning	
10	Preparation of sales budget	
11	Management of sales territories	
12	Evaluating sales and sales force performance	
13	Compensation of sales force	
14	International sales force management	

22	Textbooks, References and/or Other Materials:	<p>David Jobber and Geoffrey Lancaster, "Selling and Sales Management, 8th edition, 2009.</p> <p>Chris Noonan, Sales Management, Butterworth-Heinemann, Oxford, 1998.</p> <p>Gonca Telli Yamamoto, Satış ve Satış Gücü Yönetimi, Literatür Yayıncılık, 2. Baskı, 2007.</p> <p>Ahmet H. İslamoğlu ve Remzi Altunışık, Satış ve Satış Yönetimi, Sakarya yayıncılık, Sakarya, 2009.</p>
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23	Assesment
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Activites	Number	Duration (hour)	Total Work Load (hour)
Quiz	0	0.00	
Theoretical	14	3.00	42.00
Homeworks	0	0.00	0.00
Practicals/Labs	0	0.00	0.00
Final Exam	1	60.00	
Self study and preparation	14	2.00	28.00
Total	0	150.00	
Homeworks	0	0.00	0.00
Contribution of Term (Year) Learning Activities to Success Grade	40.00	0.00	0.00
Field Studies	0	0.00	0.00
Contribution of Final Exam to Success Grade	60.00		
Midterm exams	1	15.00	15.00
Total	1	150.00	
Others	1	45.00	45.00
Measurement and Evaluation Techniques Used in the Final Exams	1	20.00	20.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

[illegible]

ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			