

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
Business Administration (English)

Course Information

SALES MANAGEMENT					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN324	Spring	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	Ass. Prof. Aslihan YAVUZALP MARANGOZ
Mode of Delivery	Face to Face
Suggested Subject	none
Professional practise (internship)	None
Objectives of the Course	To explain the basic sales management issues with the actual cases.
Contents of the Course	sales management, salespeople, selling process, types of consumers, sales compliants, customer relation marketing.

Learning Outcomes of Course

#	Learning Outcomes
1	Identifies selling concepts
2	Explain selling process
3	Analyze contemporary selling techniques
4	Analyze customer profiles
5	Identifies market research

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Sales management concept, definiton, introduction	Lecture
2	Sale Process	Lecture
3	Organisation of salespeople	Lecture
4	Education and training of salespeople	Lecture
5	Payment to salespeople	Lecture
6	Motivation of salespeople	Lecture
7	Types of Sellers	Lecture
8	Review and mid term	Interactive
9	Types of Customers	Lecture
10	Customer Compliants	Lecture
11	CRM	Lecture
12	Performance	Lecture

13	Presentations	Interactive
14	Presentations	Interactive
15	Presentations	Interactive
16	Final Exam	Interactive

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Chris Noonan, Sales Management, Chartered Institution of Marketing		
2	Kumar, Sales Management		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Identifies selling concepts	1,2,11,13	1,2
2	Explain selling process	1,6,7,11,14	1,2
3	Analyze contemporary selling techniques	1,3,13,16,17	1,2
4	Analyze customer profiles	1,2,4,6,8,9,12,16	1,2
5	Identifies market research	1,2,3,5,12,14,15,17	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	20	20
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	18	18
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	0	0	0

