

TOROS ÜNİVERSİTESİ

Vocational School
Cooking

Course Information

PRESENTATION AND SALES DEVELOPMENT IN KITCHEN					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
AŞÇ218	Spring	2	0	2	2

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Associate
Lecturer	Lec. Mehmet Fatih KAYRAN
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	With this course, it is aimed to be able to interpret marketing principles for accommodation, travel and food and beverage business and to gain knowledge and skills about country promotion and sale of touristic products.
Contents of the Course	The content of the course constitutes marketing, promotion, promotion and sales development activities. The content of the course is presented in detail in the content of the weekly course.

Learning Outcomes of Course

#	Learning Outcomes
1	Understanding marketing and related terms
2	Be able to interpret sales and marketing relationship
3	Ability to plan sales and promotion
4	Giving examples about promotion and sales
5	Ability to produce new projections related to promotion

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Marketing understanding, marketing management process	Discussion, question-answer and lecture, case study
2	Marketing components, new perspectives in marketing management	Discussion, question-answer and lecture, case study
3	Introduction	Discussion, question-answer and lecture, case study
4	Micro and Macro Presentation	Discussion, question-answer and lecture, case study
5	The main tasks of the salespeople are the features required by the salesperson.	Discussion, question-answer and lecture, case study
6	Consumption psychology, purchase motifs.	Discussion, question-answer and lecture, case study
7	Consumption psychology, purchase motifs.	Discussion, question-answer and lecture, case study
8	Midterm	Questions and answers
9	The role of communication in sales, sales processes.	Discussion, question-answer and lecture, case study
10	Sales presentations	Discussion, question-answer and lecture, case study
11	Sales and Promotion management	Discussion, question-answer and lecture, case study

12	Presentation and Sales examples	Discussion, question-answer and lecture, case study
13	Determination and training of sales force, motivation	Discussion, question-answer and lecture, case study
14	Strategic thinking and strategic goals in sales	Discussion, question-answer and lecture, case study
15		
16	Final Exam	Questions and answers

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1			
2			

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	Understanding marketing and related terms	9,10,13	1,2
2	Be able to interpret sales and marketing relationship	9,10,13	1,2
3	Ability to plan sales and promotion	1,9,10,13	1,2
4	Giving examples about promotion and sales	3,9,10	1,2
5	Ability to produce new projections related to promotion	3,9,10	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	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	2	28
3	Presentation and Seminar Preparation	0	0	0
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	0	0	0
8	Midterm Exam	1	1	1
9	Quiz	1	1	1
10	Homework	0	0	0
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	1	1
16	Final Exam	1	1	1

