## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G445	Sales Management	7	3	0	0	3	5

Prerequisites	G342
Admission Requirements	G342

Language of Instruction	Turkish	
Course Type	Elective	
Course Level	Bachelor Degree	
Objective	This course aims to teach the concepts related with sales management	
Content	Week 1. Promotion Policies  Week 2. The importance of sales force	
	Week 3. The fundamental concepts in personal selling	
	Week 4. The types of salesman	
	Week 5. The recruitment of salesman	
	Week 6. The training of salesman	
	Week 7. Customer visit and sales presentation	
	Week 8.Mid-term exam	
	Week 9. The organization of sales force	
	Week 10. The identification of sales areas	
	Week 11. The identification of sales quotas	
	Week 12. Sales expenses and sales budget	
	Week 13. The audit of sales activities	
	Week 14. The ethic concept in sales management	
References	? Sales Management, Thomas N. Ingram, Raymod W. Laforge ? Örnek Olaylarla Satış Yönetimi, Mehmet Karafakılıo <b>ğ</b> lu	

## Theory Topics

Week	Weekly Contents
1	Promotion Policies
2	The importance of sales force
3	The fundamental concepts in personal selling
4	The types of salesman

Week	Weekly Contents
5	The recruitment of salesman
6	The training of salesman
7	Customer visit and sales presentation
8	Mid-term Exam
9	The organization of sales force
10	The identification of sales areas
11	The identification of sales quotas
12	Sales expenses and sales budget
13	The audit of sales activities
14	The ethic concept in sales management