

## 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                 | <p>Week 1. Promotion Policies</p> <p>Week 2. The importance of sales force</p> <p>Week 3. The fundamental concepts in personal selling</p> <p>Week 4. The types of salesman</p> <p>Week 5. The recruitment of salesman</p> <p>Week 6. The training of salesman</p> <p>Week 7. Customer visit and sales presentation</p> <p>Week 8. Mid-term exam</p> <p>Week 9. The organization of sales force</p> <p>Week 10. The identification of sales areas</p> <p>Week 11. The identification of sales quotas</p> <p>Week 12. Sales expenses and sales budget</p> <p>Week 13. The audit of sales activities</p> <p>Week 14. The ethic concept in sales management</p> |
| References              | ? Sales Management, Thomas N. Ingram, Raymod W. Laforge<br>? Örnek Olaylarla Satış Yönetimi, Mehmet Karafakıloğlu  |

## 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                        |
| 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        |