

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ606	Sales Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters 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	<p>? Sales Management, Thomas N. Ingram, Raymod W. Laforge</p> <p>? Örnek Olaylarla Satış Yönetimi, Mehmet Karafakılıoğlu</p>

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