



**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

Course Name	Course Code	Period	Hours	Application	Lab	Credit	ECTS
SALES MANAGEMENT	MAR 201	3	3	0	0	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, In-class Presentations.

Course Objective
In today's day and age, sales executives are professionals. They plan, build, and maintain effective organizations, and design and utilize efficient control procedures. The professional approach requires thorough analysis, market-efficient qualitative and quantitative personal-selling objectives, appropriate sales policies, and a personal-selling strategy. It calls for the skillful application of organizational principles to the conduct of sales operations. In addition, the professional approach demands the ability to install, operate, and use control procedures appropriate to the firm's situation and its objectives. Executives capable of applying the professional approach to sales management are in high demand today. The purpose of this course is to prepare students to be future sales managers. This will be accomplished by presenting the following principal elements of a Sales Management program: leadership, ethics and the law, designing & developing the sales force, recruiting, training, supervising, managing and developing the sales force, measurement of sales goals and evaluation of salesperson performance.

Learning Outcomes
<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain strategic sales force management. 2. Describe methods to recruit, select, hire, and develop salespeople. 3. Trace the evolving role of salespeople to business consultants. 4. Discuss the role of vision in leading and motivating a sales force. 5. Identify the role of the sales manager in forecasting sales, developing budgets, and managing sales territories. 6. Explain methods used by sales managers to evaluate the performance of individual salespeople. 7. Explore ethical situations facing salespeople and sales management.

Weekly Topics and Related Preparation Studies	
<i>*The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.</i>	
Weeks	Topics
1	Introduction to the course /Syllabus Review
2	The Role of Selling <ul style="list-style-type: none"> - Evaluation of Sales Department - The field of sales management and its role in the corporation - Sales Environment
3	The Buying Process and Buying Behavior
4	Personal Selling and Salesmanship <ul style="list-style-type: none"> - Personal Selling Skills - Sales Management
5	Setting Personal Selling Objectives
6	Formulating Personal Selling Strategy
7	Sales Force Management <ul style="list-style-type: none"> - Recruitment and Selection - Sales Training - Motivation and Reward System - Compensating Sales Personnel
8	MIDTERM EXAM
9	Sales Force Management (Cont.) <ul style="list-style-type: none"> - Recruitment and Selection - Sales Training - Motivation and Reward System - Compensating Sales Personnel
10	Personal Selling Process and Sales Activities
11	Determining Sales Related Marketing Policies
12	Controlling , Evaluating and Supervising Sales Personnel
13	Sales Control and Cost Analysis
14	In-class Presentations
15	In-class Presentations
16	FINAL EXAM

Textbook(s)/References/Materials:
<ul style="list-style-type: none"> • Richard R. Still (2019) “Sales and Distribution Management”, 6e, Pearson, ISBN: 9789332587090 • L.M. Davis (2022), “Sales Management: Shaping Future Sales Leaders”, 3rd Edition, Wessex Press, Inc. ISBN: 978-1-7377664-8-3 • Prof. Dr. Cemal Yükselen (2017), “Satış Yönetimi”, Detay Yayıncılık. ISBN: 9789944223072 • Asım Günel Önce. (2015), “Satış Yönetimi”, Beta Yayınları. ISBN: 9786052425411

Assessment		
Studies	Number	Contribution margin (%)
Individual Assignment	1	25
Presentation	1	5
Participation	14	10
Midterm Exam	1	25
Final Exam	1	35
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 14 x total course hours)	14	3	42
Case Study	3	3	9
Application			
Course-Specific Internship			
Field Study	1	3	3
Study Time Out of Class	14	3	42
Presentation / Seminar Preparation	1	3	3
Projects			
Reports			
Assignment	1	10	10
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	5	5
Preparation Period for the Final Exam / General Jury	1	5	5
Total Workload		(117/25 = 4,6)	117

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Explain strategic sales force management.					X
LO2	Describe methods to recruit, select, hire, and develop salespeople.					X
LO3	Trace the evolving role of salespeople to business consultants.					X
LO4	Discuss the role of vision in leading and motivating a sales force.					X
LO5	Identify the role of the sales manager in forecasting sales, developing budgets, and managing sales territories.					X
LO6	Explain methods used by sales managers to evaluate the performance of individual salespeople.					X
LO7	Explore ethical situations facing salespeople and sales management.					X

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	L06	L07	
1	Understanding the formal and informal processes associated with a business structure								
2	Evaluate a business on the basis of all functional units.		X	X		X	X		4
3	To use analytical thinking effectively in the decisions taken for the problem-solving process								3
4	Having a vision of self-improvement and learning	X	X	X	X	X			5
5	To carry out all activities within this framework, equipped with ethics.	X	X	X	X	X	X	X	5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	X	X	X	X	X	X	X	5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	X	X	X	X	X	X	X	5
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing		X	X		X	X	X	5
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	X	X	X	X	X	X	X	5
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	X	X	X	X	X	X	X	5
12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X	X	X	X	5
Total									47
Effect									

Policies and Procedures

Exams: Within the scope of MAR 201 course, there will be two face-to-face exams, one midterm and one final exam.

Assignment: Students will prepare an individual project within the scope of the course. Each student will interview with a Sales Manager of his/her choice. This project is an individual project that includes an interview with a sales manager. The project, together with the presentation, is worth 30 points. Students have to report the project and submit it as a hard copy to the lecturer before the deadline. Each student will interview a Sales Manager of his/her choice. In addition, students will make presentations for their projects at the end of the semester.

Attendance and Regulations: Attendance is required in the MAR 201 course. Attendance at 70% of the course is mandatory. According to article 24-4/c of Ostim Technical University Associate Degree and Undergraduate Education and Examination Regulations; “The student who does not fulfill the attendance requirement will not be taken to the final exams. In this case, the exam of the student who takes the exams of the courses is deemed invalid.

Objections: Updates can be made to the programs and methods specified in this syllabus in line with the constraints or needs that may occur during the term.