

Course Profile
Department of Management / Management Program

Course Number : MAN432	Course Title : Sales Management
Required / Elective : Required	Pre / Co-requisites : -
Catalog Description: Basic concepts of sales management with special emphasis on applications to business problems, strategic sales planning and budgeting, personal selling, sales ethics, sales goals and forecasting, implementing the sales program.	Textbook / Required Material : Sales Force Management, <i>Mark W. Johnston & Greg W. Marshall</i> , ISBN: 0-07-246648-0
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
<p>Extended Description :</p> <p>The objective of this course is to introduce essential concepts, methods, strategies and processes that are used in sales management. Special emphasis is given on the sales process within step -by –step framework, a rich array of real life business profiles and sales scenarios are utilized.</p>	
Design content : None	Computer usage:
<p>Course Outcomes:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Students are expected to understand the functional aspects of sales management and the role of sales force activities in an organization. [1, 2,11] 2. Develop the consciousness of ethical sales management with an emphasis on sales ethics. [14] 3. Communicate and present ideas within the framework of sales presentation. [3] 	
<p>Recommended reading:</p> <p>Çağdaş İşletme - Yönetim Dinamikleri ve Biz, Murat Ferman, ISBN: 975-288-989-1</p> <p>Sales Management, William L. Cron & Thomas E. DeCarlo ISBN-13: 978-0471-74319-4</p> <p>Management of a Sales Force, Rosann L. Spiro & Gregory A. Rich & William J. Stanton ISBN: 978-007-125944-6</p> <p>Selling & Sales Management, David Jobber & Geoff Lancaster ISBN-13: 978-0-273-69579-0</p>	
<p>Teaching methods:</p> <p>The course will be covered through lectures; topic discussions, case analysis. It is crucial that students attend regularly, review the coverage of the previous class and read the required material prior to coming class.</p>	
<p>Assessment methods:</p> <p>Midterms: 30 %</p> <p>Final Examination: 40 %</p> <p>Quiz and Case Studies : 30 %</p>	

Student Workload/ECTS (European Credit Transfer System) Tableau:			
Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	12	5	60
Lectures	13	2	26
In Class-case studies	12	1	12
Case Studies	10	4	40
Sales Profiles Analysis	6	2	12
TOTAL: 150 hours / 25 = 6 ECTS			

Weekly Subjects and Related Preparation Studies		
Week	Subject	Related Preparation
1	Introduction to Sales Management	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
2	Foundations of Selling	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
3	The Process of Selling and Buying	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
4	Linking Strategies and the Sales Tole in the Era of Customer Relationship Management	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
5	Organizing the Sales Effort	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
6	The Strategic Role of Information in Sales Management	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
7	Salesperson Performance: Behavior	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
8	Salesperson Performance:	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.

	Motivating the Salesforce	
9	Selecting the Salesforce	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
10	Sales Force Recruitment	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
11	Sales Training	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
12	Salesperson Compensation and Evaluation	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
13	Cost Analysis	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.
14	Evaluating Salesperson Performance	Sales Force Management: Leadership, Innovation, Technology, Mark W.Johnston & Greg W.Marshall, Routledge.

The Relationship Between Course Learning Outcomes and Program Qualifications

	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend how to plan, organize, lead and control within an organizational setting					X
2	Integrate the theories with the real life functions.				X	
3	Communicate and present ideas effectively in verbal and written.		X			
4	Participate in a team work effectively and increase the dynamics of the team.			X		
5	Use computer-based technology and related packaged software.		X			
6	Consider the principal laws that provide the legal framework for business.	X				
7	Hold a basic knowledge about accounting methods and their applications in business world.	X				
8	Apply financial analysis techniques within a business environment.		X			
9	Identify the functions of marketing and their applications to business.					X
10	Utilize basic quantitative analysis and their applications in the business world.			X		
11	Apply basic principles of business processes and project management techniques.					X
12	Utilize the skills and techniques of data collection for problem solving and decision making.				X	
13	Achieve an interdisciplinary point of view.				X	

14	Have the consciousness of business ethics and social responsibility issues.			X		
Prepared by : Assist. Prof. Dr. A. Hakan Yüksel		Revision Date : 06/2013				