



ÇANKAYA UNIVERSITY

Çankaya Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name <i>Use capital letters only</i>	BANKING AND INSURANCE	Dept. Numeric Code	4 5
Course Code	Dept. Code+Course No B A I 1 1 4	Number of weekly lecture hours	3
		Number of weekly lab/tutorial hours	0
		Number of Credit Hours	3
Course Web Site <i>Use capital letters only</i>		ECTS Credit	0 3

Course Name

This information will appear in the printed catalogs and on the web online catalog.

English Name *maximum 40 characters*

Sales Management

Abbreviated English Name *maximum 15 characters*

Sal.Man.

Turkish Name *maximum 40 characters*

Satış Yönetimi

Abbreviated Turkish Name *maximum 15 characters*

Sat.Yön.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> Consent of the Instructor <input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	<input type="text"/>	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>				
<input type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input checked="" type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

Part II. Detailed Course Information**Justification for the proposal** *Maximum 80 words*

Today's competitive business environment demands a broad knowledge of the interrelated activities of sales management. Integrating personal selling, sales management techniques, and ethics into a comprehensive program of sales management is critical to sustain and grow any business. Technological advancements, cultural changes, and ethical considerations make the study of sales management an imperative for a successful business/marketing student.

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

This course is designed for students interested in a career in professional selling and sales management. The course is concerned with how to manage a sales force with the objective of maximizing overall sales performance in terms of both effectiveness and efficiency. The emphasis is on business-to-business (rather than consumer) sales force management. The class uses a discussion based format and requires active participation from the student for each class.

Course Objectives

Explain the aims of the course. Maximum 100 words.

1. To develop an in-depth understanding of the tools and techniques used in sales management today.
2. To understand the basic functions of sales force management as well as theories and concepts about appropriately managing the sales function to attain firm marketing objectives.
3. To improve student critical thinking and communication skills via in class discussion of assigned readings, cases and preparation of written assignments.
4. To improve problem solving skills via the application of theories and concepts studied to practical business situations.
5. To build the student's ability to work in team-based management systems and to facilitate the team-skills necessary for success in the sales area.

Learning Outcomes

Explain the learning outcomes of the course. Maximum 10 items.

1. Evaluate business and marketing information.
2. Apply technological tools to gather and access information necessary to make business decisions.
3. Identify the interrelationships between various disciplines with respect to sales management and the marketing function.
4. Apply informed judgments to ethical issues presented in sales management situations.

Course Outline

List the topics covered within each week.

Week	Topic(s)
1	Communication Essentials
2	Fundamentals of Business and Marketing
3	Personal Selling Concept and Evaluation of Selling Models
4	Creating a Relational Value and Communication Styles
5	Creating Product Solutions
6	The Buying Process and Buying Behavior
7	Midterm Exam

8	Developing and Qualifying Prospects
9	Presentation/Strategy Approach and Customer Need Discovery
10	Consultative Presentations and Negotiations
11	Closing and Confirming the Partnership
12	Building the Partnership
13	Management of the Sales Force
14	Team Presentations

Textbook(s)

List the textbook(s), if any, and other related main course materials.

Author(s)	Title	Publisher	Publication Year	ISBN
Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., and Michael R. Williams	Sales Management: Analysis and Decision Making	Taylor&Francis	2012	978-0765626400
Gerald L. Manning, Barry L. Reece	Selling Today: Creating Customer Value (13th Edition)	Prentice Hall	2014	978-0131055445

Teaching Policy

Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

Face to face learning and examination

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Homework	2	%10						
Midterm	1	%35						
Final Exam	1	%45						

ECTS Workload

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (weekly basis)	14	3	42
Attending Labs/Recitations (weekly basis)	-	-	-
Preparation beforehand and finalizing of notes (weekly basis)	2	5	10
Collection and selection of relevant material (once)	2	5	10
Self study of relevant material (weekly basis)	1	2	2
Homework assignments	1	3	3
Preparation for Quizzes	-	-	-
Preparation for Midterm Exams (including the duration of the exams)	1	5	5
Preparation of Term Paper/Case Study Report (including oral presentation)	-	-	-

Preparation of Term Project/Field Study Report (including oral presentation)	-	-	-
Preparation for Final Exam (including the duration of the exam)	1	8	8
TOTAL WORKLOAD			80
TOTAL WORKLOAD / 25			25
ECTS Credit			3,2

Program Qualifications vs. Course's Learning Outcomes

Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..

No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
BAI-1	Be able to monitor and analyze the dynamics of banking and financial markets.			x		
BAI-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of Banking and Insurance in accordance with the requirements of the globalized business environment.			x		
BAI-3	Be able to identify and analyze the validity of theories related to the banking and insurance and their relationships with current conditions.		x			
BAI-4	Have a good knowledge of the regulations and legislation underpinning the financial markets and institutions.		x			
BAI-5	Be able to use quantitative techniques and methods that are predominantly used in banking and insurance.			x		
BAI-6	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.				x	
BAI-7	Be able to construct, analyze and interpret financial and economic models		x			
BAI-8	Be able to understand and evaluate the problems in baking and insurance and to discuss and express his/her opinions clearly.				x	
BAI-9	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.		x			
BAI-10	To maintain scientific, social, and ethical standards when collecting, interpreting, and disseminating financial information, and in application of financial ideas.				x	
BAI-11	Be able to know the mechanism how the banking sector works in the global economy.		x			
BAI-12	Be able to have the practical implications of the insurance policy in financial sector.		x			

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest