



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: BUSINESS ADMINISTRATION			
Course Title: SALES AND SALES PROMOTION MANAGEMENT		Course Org. Title: SALES AND SALES PROMOTION MANAGEMENT	
Course Level: Bachelor's Degree		Course Code: MRK 4246	
Language of Instruction: English		Form Submitting/Renewal Date 21/09/2020	
Weekly Course Hours: 3		Course Coordinator: DR.ÖĞR.ÜYESİ SUMEYRA DUMAN	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
BUSINESS ADMINISTRATION	Elective Course

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Instructor/s:

DR.ÖĞR.ÜYESİ SUMEYRA

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Course Objective:

It is aimed to provide students a thorough understanding of professional sales and sales promotion process including its planning and staffing, structure, and evaluation. The course also aims to provide knowledge about how to manage a sales force and to interact in group sales projects. The study of sales and sales management is intended to acquaint students with the steps necessary for individual sales, team sales, and management of individuals and teams.

Learning Outcomes:

- 1 Demonstrate an understanding of the employee selection, motivation and compensation, formation of quotas and sales districts in order to be able to manage sales force.
- 2 Report and discuss the selling techniques in order to learn the skills of a sales person related with completing a sales job.
- 3 Demonstrate an understanding of sales promotion process in order to be able to develop sales promotion strategies for consumers, businesses and salesforce.
- 4 Work effectively as part of a team participating and interacting in the group in a productive manner for him/herself and for the group as a whole.
- 5 Improve oral and written communication skills through class discussions and presentations.

Learning and Teaching Strategies:

1. Lecture
2. Group Work
3. Presentations

Assessment Methods:

Name	Code	Calculation formula
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Further Notes about Assessment Methods:

1. Assignment (60 %): Students will be given certain topics by the instructor. Groups will debate on the topics and present their opinions. Students are expected to contribute to class discussions. Throughout the semester, there will be 5 assignments and the first four of these assignments are worth 10% each and the fifth (last) assignment is worth 20 %.
2. Term Project (40 %): Students will individually prepare a written report which will include topics covered throughout the semester. No presentation. Students will be graded on their frequency of presence in the classes and participation



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to class discussions.

Assessment Criteria:

Late submissions of reports and the assignments that are not presented will not be graded

Textbook(s)/References/Materials:

Manning, G. L., Ahearne, M. & Reece, B. (2015). Selling Today: Partnering to Create Value. Global Edition, Pearson Prentice Hall.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Students are expected to participate actively in class discussions.
4. Students are expected to attend to classes on time.
5. Students must obey the time limits of their presentation.

Contact Details for the Instructor:

Asst. Prof. Sumeyra Duman
Room: 131/B, e-mail: sumeyra.duman@deu.edu.tr

Office Hours:

Course Outline:

Week	Topics:	Notes:
1	INTRODUCTION	
2	Developing a Personal Selling Philosophy (Chapter 1)	



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	Evolution of Selling Models That Complement the Marketing Concept (Chapter 2)
3	Developing a Relationship Strategy (Chapters 4 & 5)
4	In-Class Assignment 1
5	Developing a Product Strategy (Chapters 6 & 7)
6	In-Class Assignment 2
7	Developing a Customer Strategy (Chapters 8 & 9)
8	In-Class Assignment 3
9	Developing a Presentation Strategy (Chapters 10 & 11)
10	In-Class Assignment 4
11	Developing a Presentation Strategy (Chapters 12 & 13)
12	In-Class Assignment 5
13	Developing a Presentation Strategy (Chapters 14 & 15) Sales Promotion Strategies



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

Exams

Project Assignment	1	1	1
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Out of Class activities

Project Preparation	1	15	15
Preparing presentations	5	6	30
Preparing assignments	5	10	50
Total Work Load (hour)			132
ECTS Credits of the Course= Total Work Load (hour) / 25			5