

Antalya Bilim University
Department of Business Administration,
BUSI 339
Sales Management
Fall 2020

The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals. Students learn to apply the chapter topics through an interactive project worked on throughout the course. In this course, we will cover topics including technological applications of selling and sales management, ethics of selling and sales management, a comprehensive coverage of key account management. The course is primarily an interactive discussion including debates, cases, and multiple opportunities to apply the theories that are discussed.

Course Book:

Selling and Sales Management 10th edn, 10/E

David Jobber, *Professor of Marketing, University of Bradford* Geoffrey Lancaster, *Chairman of Durham Associated Ltd, Professor University of North London and Chief Examiner, Institute of Sales and Marketing Management* ISBN-10: 1292078006 • ISBN-13: 9781292078007

Students are responsible to get a hard copy of the course book.

Recommended Readings:

“Satış Oyunları”, Tamer Demirdelen, Optimist Yayınevi

Developing Graduate Attributes

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Midterm and Presentation (50%):** Students are responsible for all class material covered until the midterm exam. Exam will be essay/multiple choice type. Details to be announced.

- 2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be assey/multiple choice type. Details to be announced.

Course Schedule

WEEK 1 Introduction to the Course, Definition and Principles of Branding, Marketing and Sales

WEEK 2 Development and role of selling in marketing

David Jobber, Chapter 1 pp. 3-47 and GROUP 1 CASE 1 PRESENTATION

WEEK 3 Sales strategies

David Jobber Chapter 2, pp. 47-77 and GROUP 2 CASE 2 PRESENTATION

WEEK 4 Consumer and organisational buyer behaviour

David Jobber Chapter 3, pp. 77-109 and GROUP 3 CASE 3 PRESENTATION

WEEK 5 International selling

David Jobber Chapter 5 , pp. 109-152 and GROUP 4 CASE 4 PRESENTATION

WEEK 6 Sales responsibilities and preparation & Personal selling skills

David Jobber Chapter 7 and 8, pp. 219-269 and GROUP 5 CASE 5 PRESENTATION

WEEK 7 Key account management & Relationship selling

David Jobber Chapter 9 and 10, pp. 269-316

WEEK 8 Midterm Exam

WEEK 9 Direct Marketing

David Jobber Chapter 11, pp. 316-338 and GROUP 6 CASE 6 PRESENTATION

WEEK 10 Internet and IT applications in selling and sales management

David Jobber Chapter 12, pp. 338-371 and GROUP 7 CASE 7 PRESENTATION

WEEK 11 Recruitment and selection & Motivation and training

David Jobber Chapter 13 and 14, pp. 373-419

WEEK 12 Sales forecasting and budgeting

David Jobber Chapter 16, pp. 439-472

WEEK 13 Salesforce evaluation

David Jobber Chapter 17, pp. 487-501 and GROUP 8 CASE 8 PRESENTATION

WEEK 14 Closing orientations

Grading Policy:

Midterm exam + Group Presentation 50%

Final exam 50%

Letter Grading: Passing grade is 50 out of 100. Letter grades are TBA.

***** This syllabus is subject to change based on Professor's inquiry. Classes are offline.**