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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Satış Saha Uygulamaları** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Bu ders öğrencilerin meslek hayatında karışılacakları satış sahasını anlamaları ve satış sahasını planlamayı, pratik uygulamaları ve değerlendirmeyi amaçlamaktadır | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Satış sahası kavramını öğrenir.  2. Satış sahasının hacmini ve içinde yer alan paydaşları bilir.  3. Satış ekibi oluşturmayı ve koordine etmeyi öğrenir.  4. Satış sahası ile ilgili bütçe ve rapor hazırlamayı öğrenir. | | | | | | | Dersin İçeriği |  | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Satış Sahası Kavramı | | | | | | | 2 | Satış Sahasının Belirlenmesi | | | | | | | 3 | Satış Sahasında Yer alan Aktörler | | | | | | | 4 | Müşteri Profili Oluşturma | | | | | | | 5 | Satış Ekibi | | | | | | | 6 | Satış Ekibi Eğitimi-1 | | | | | | | 7 | Satış Ekibi Eğitimi-2 | | | | | | | 8 | Satış Ekibinin Görev ve Sorumluklarını Belirleme | | | | | | | 9 | Satış Ekibi ve Satış Sahası | | | | | | | 10 | Satış Hacmi Belirleme | | | | | | | 11 | Satış Tahminleri | | | | | | | 12 | Sahanın etkin kullanımın ölçümü | | | | | | | 13 | Satış Tahmin Modelleri | | | | | | | 14 | Sahadan Gelen Verilerin Ölçümü ve Sonuçların Değerlendirilmesi | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Wllaence, T.F. ve Sthal, A.R. (2011). *Sales and operations planning*. T.F. Wallaence Company. USA | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 3 | | 2 | 3 | | 1 | 2 | | 3 | 5 | | 1 | 1 | | - | 3 | | **ÖÇ2** | 3 | | 2 | 3 | | 1 | 2 | | 3 | 5 | | 1 | 1 | | - | 3 | | **ÖÇ3** | 3 | | 2 | 3 | | 1 | 2 | | 3 | 5 | | 1 | 1 | | - | 3 | | **ÖÇ4** | 3 | | 2 | 3 | | 1 | 2 | | 3 | 5 | | 1 | 1 | | - | 3 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Satış Saha Uygulamaları | 3 | 2 | 3 | 1 | 2 | 3 | 5 | 1 | 1 | - | 3 | |