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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Satış Yönetimi** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Teorik bilgiler ve uygulama örnekleri çerçevesinde öğrencilerin özel sektörde geçerli olan satış yönetimi temel ilkeleri ve sorun çözme yöntemlerini kavramalarını sağlamak | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Müşterinin haklarini bilir ve kişişel satiş sürecini açiklar 2. Satişta iletişimin önemini kavrar 3. Müşterilerle işletme arasinda işler her zaman planlandiği gibi gitmediği sorunlu zamanlarda sorunlarin çözümünde neler yapilabileceğine yönelik bir çözüm yöntemine sahip olur 4. Satiş gücünün belirlenmesi, yetiştirilmesi ve motivasyonu hakkinda bilgi sahibi olur | | | | | | | Dersin İçeriği | Tüketici Hakları Kanunu, Satış ve Satışçılık Mesleği, Tüketim Psikolojisi ve Satın Alma Motifleri, Satışta İletişimin Rolü, Satış Süreci ve Sunumu, Satışta İtirazları Karşılama ve Satış Kapama, Satış Gücünün Belirlenmesi ve Yetiştirilmesi | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Tüketici Hakları Kanunu | | | | | | | 2 | Satış ve Satışçılık Mesleği | | | | | | | 3 | Satış ve Satışçılık Mesleği | | | | | | | 4 | Tüketim Psikolojisi ve Satın Alma Motifleri | | | | | | | 5 | Tüketim Psikolojisi ve Satın Alma Motifleri | | | | | | | 6 | Satışta İletişimin Rolü | | | | | | | 7 | Satış Süreci ve Sunumu | | | | | | | 8 | Satış Süreci ve Sunumu | | | | | | | 9 | Satışta İtirazları Karşılama ve Satış Kapama | | | | | | | 10 | Satışta İtirazları Karşılama ve Satış Kapama | | | | | | | 11 | Satış Gücünün Belirlenmesi ve Yetiştirilmesi | | | | | | | 12 | Satış Gücünün Belirlenmesi ve Yetiştirilmesi | | | | | | | 13 | Satış Gücünün Motivasyonu | | | | | | | 14 | Satış Gücünün Motivasyonu | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden, bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | İslamoğlu, A. H., & Altunışık, R. (2009). Satış ve satış yönetimi (Gözden geçirilmiş 2. Baskı). Adapazarı: Sakarya Yayıncılık. | | **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** | | **ÖÇ1** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **ÖÇ2** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **ÖÇ3** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **ÖÇ4** | 5 | | - | 5 | 3 | | 2 | | - | 5 | - | | 4 | | 5 | | **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** | | Satış Yönetimi | 5 | - | 5 | 3 | 2 | - | 5 | - | 4 | 5 | |