

Vocational School of Health Services / Opticianry
2023 - 2024 Academic Year
SALES TECHNIQUES and MARKETING
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SALES TECHNIQUES and MARKETING	OPT2242590	Spring Semester	2+0	2	2
Prerequisites Courses					
Recommended Elective Courses	Communication Skills				
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Derya TUĞLU				
Name of Lecturer(s)	Assist.Prof. Derya TUĞLU				
Assistant(s)	not available				
Aim	It is aimed in this course to comprehend relationship of sales techniques and marketing communication; to teach effective communication and sales techniques in theory and practice.				
Course Content	This course contains; Basic termination about economy,Development process of marketing and basic termination,Components of marketing combination ,Marketing in service sector,Product-Product development,Price-Pricing,Promotion-Marketing Communication,Marketing Planning in Organisations,Consumer behaviours,Customer Relationship Management-I,Customer Relationship Management-II,Sales Technics-I,Sales Technics-II,E-Marketing.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
3.Recognizes basic termination about economy.			16, 9	A	
1. Explains basic concepts in sales and marketing.			16, 9	A	
2. Interprets consumer behaviours and purchasing process.			16, 9	A	
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basic termination about economy	Lecture Notes			
2	Development process of marketing and basic termination	Lecture Notes			
3	Components of marketing combination	Lecture Notes			
4	Marketing in service sector	Lecture Notes			
5	Product-Product development	Lecture Notes			
6	Price-Pricing	Lecture Notes			
7	Promotion-Marketing Communication	Lecture Notes			
8	Marketing Planning in Organisations	Lecture Notes			
9	Consumer behaviours	Lecture Notes			
10	Customer Relationship Management-I	Lecture Notes			
11	Customer Relationship Management-II	Lecture Notes			
12	Sales Technics-I	Lecture Notes			
13	Sales Technics-II	Lecture Notes			
14	E-Marketing	Lecture Notes			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources
Course notes and relevant sources.Pazarlama İlkeleri- Prof. Dr. İsmet Mucuk Pazarlama İlkeleri-Prof.Dr.Baybars Tek Sağlık Hizmetleri Paz-Dilaver Tengilimoğlu Satışta Başarı-Frank Bettger Hizmet Pazarlaması TSEV yayınları Ekip çalışması ve Liderlik- Acar Baltas