

**Vocational School of Health Services / Opticianry**  
**2024 - 2025 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
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Communication Skills				
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Derya TUĞLU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Derya TUĞLU				
<b>Assistant(s)</b>	not available				
<b>Aim</b>	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.				
<b>Course Content</b>	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.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
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	
<b>Teaching Methods</b>	16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
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			
<b>Evaluation Methods</b>			<b>Weight(%)</b>		
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