



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

MKTG 3334

Advanced Sales & Negotiation Techniques

Start Date: September 4, 2007

End Date: December 14, 2007

Total Hours: 60 **Total Weeks:** 15

Term/Level: 3 **Course Credits:** 4.00

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Shop: **Seminar:** **Other:**

Prerequisites

Course Number is a Prerequisite for:

| Course No. | Course Name |
|------------|------------------------------|
| MKTG 2243 | Sales Skills (or equivalent) |

| Course No. | Course Name |
|------------|----------------------|
| MKTG 4402 | Relationship Selling |

v Course Description

The goal of this course is to introduce the student to negotiation concepts, and further develop and enhance the student's practical competence in relevant sales negotiating situations.

v Detailed Course Description

This is a course combining lectures, group exercises, case studies and role-playing, including team negotiations, to introduce the student to negotiation within a sales context, and to develop the student's ability to use negotiation techniques.

v Evaluation

| | |
|------------------------------|-------------|
| Labs – Cases & Participation | 20% |
| Team Project | 20% |
| Mid-term Exam | 25% |
| Final Exam | 35% |
| TOTAL | 100% |

Comments: Failure to achieve 50% or more on: the combination of the exams (midterm and final), and the individual assignments/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.

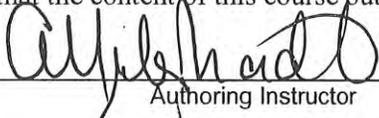
v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

1. Explain key negotiating concepts.
2. Discuss concerns and challenges in relation to being a negotiator within a sales context.
3. Recommend appropriate negotiating strategies given various negotiation situations.
4. Use various models and processes discussed in the course to thoroughly plan and prepare to negotiate, working within a team of peers as well as independently..
5. Demonstrate effective use of the negotiation process and skills explored in the course by conducting face-to-face sales negotiations to reach the best agreement possible.
6. Evaluate his or her performance as a sales negotiator.
7. Provide constructive feedback to fellow students.
8. Be able to competently execute various negotiation roles within a team negotiation context.

v Verification

I verify that the content of this course outline is current.

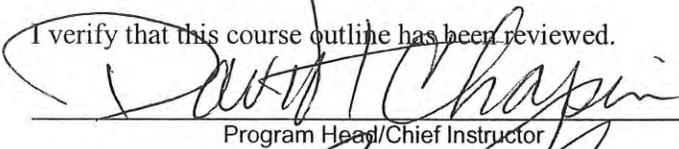


Authoring Instructor

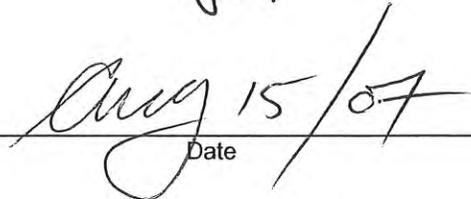


Date

I verify that this course outline has been reviewed.

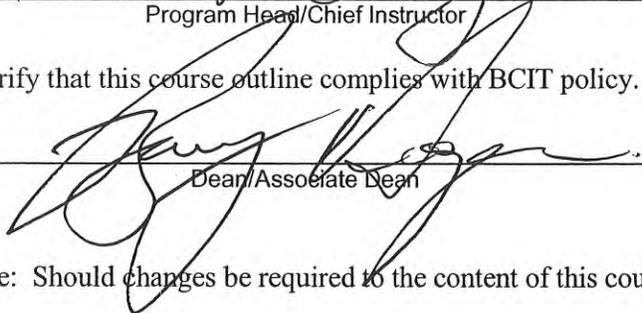


Program Head/Chief Instructor

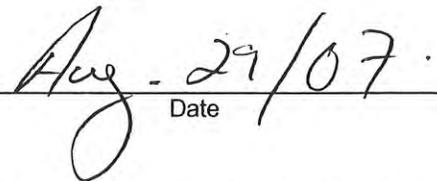


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Glenna Urbshadt

Office Location: SE6 306

Office Phone: (604) 456-8040

Office Hrs.: As posted

E-mail Address: glenna_urbshadt@bcit.ca

v Learning Resources*Required:*

Lewicki, R.J., Sanders, Barry, B. & Minton, J.W. (2004).
Essentials of Negotiation (4th ed.).
 New Your, NY: McGraw-Hill/Irwin

Fisher, R & Ertel, D. (1995)
Getting Ready to Negotiate
 New York, NY: Penguin

Additional cases and readings as assigned by the instructor during the course

Recommended:

Roger Fisheer, William Ury, Bruce Patton (1991)
Getting to Yes (2nd edition)
 New York, NY: Penguin

v Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking unless accompanied by a doctor's note or prior approval given by the instructor. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced.

Missing more than 10% of labs without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Schedule

| Week of/ Number | Outcome/Material Covered | Reference/ Reading | Assignment | Due Date |
|-------------------------|---|------------------------------|--------------------------|----------|
| Week #1 Sept 4-7 | Course Overview Negotiation Process | GRTN Chapters 1 & 2 | Negotiation Role Play | |
| Week #2 Sept 10-14 | Preparing for a Negotiation | EON Ch 1 p 1-18 GRTN Ch 3 | Negotiation Role-play | |
| Week #3 Sept 17-21 | Distributive Bargaining | EON Ch 2 GRTN Ch 4 | Case | Week #4 |
| Week #4 Sept 24-28 | Integrative Negotiation | EON Ch 3 GRTN Ch 5 | Negotiation Role-play | |
| Week #5 Oct 1-5 | Negotiation: Strategy & Planning | EON Ch 4 GRTN Ch 6 | Case | Week #6 |
| Week #6 Oct 8-12 | Perception & Cognitive Biases | EON Ch 5 GRTN Ch 7 | Case | Week #7 |
| Week #7 Oct 15-19 | Communication | EON Ch 6 | Negotiation Role-Play | |
| Week #8 Oct 22-26 | Midterm Exam Oct 28 | None | | |
| Week #9 Oct 29-Nov 2 | Negotiation Power | EON Ch 7 | In class case | |
| Week #10 Nov 5-9 | Ethics in Negotiation | EON Ch 8 | Negotiation Role-play | |
| Week #11 Nov 12-16 | Negotiation Relationships & Best Practices | EON Ch 9 & 12 GRTN Ch 8 | Project Presentations | |
| Week #12 Nov 19-23 | Multiparty Negotiations | EON Ch 10 GRTN Ch 9 | Project Presentations | |
| Week #13 Nov 26-30 | Global Negotiations | EON Ch 11 | Project Presentations | |
| Week #14 Dec 3-7 | Review for final | | | |

Week #15 Final Exam Week