



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

MKTG 3334**Advanced Sales & Negotiation Techniques****Start Date:** September 5, 2006**End Date:** December 15, 2006**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****Course No.** **Course Name**

MKTG 2243 Sales Skills (or equivalent)

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.

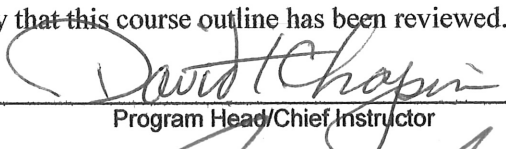


Authoring Instructor



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 5-8	Course Overview Negotiation Process	GRTN Chapters 1 & 2	Negotiation Role Play	
Week #2 Sept 11-15	Preparing for a Negotiation	EON Ch 1 p 1-18 GRTN Ch 3	Negotiation Role-play	
Week #3 Sept 18-22	Distributive Bargaining	EON Ch 2 GRTN Ch 4	Case	Week #4
Week #4 Sept 25-29	Integrative Negotiation	EON Ch 3 GRTN Ch 5	Negotiation Role-play	
Week #5 Oct 2-6	Negotiation: Strategy & Planning	EON Ch 4 GRTN Ch 6	Case	Week #6
Week #6 Oct 10-13	Perception & Cognitive Biases	EON Ch 5 GRTN Ch 7	Case	Week #7
Week #7 Oct 16-20	Communication	EON Ch 6	Negotiation Role-Play	
Week #8 Oct 23-27	Midterm Exam Oct 28	None		
Week #9 Oct 30-Nov 3	Negotiation Power	EON Ch 7	In class case	
Week #10 Nov 6-10	Ethics in Negotiation	EON Ch 8	Negotiation Role-play	
Week #11 Nov 13-17	Negotiation Relationships & Best Practices	EON Ch 9 & 12 GRTN Ch 8	Project Presentations	
Week #12 Nov 20-24	Multiparty Negotiations	EON Ch 10 GRTN Ch 9	Project Presentations	
Week #13 Nov 27- Dec 1	Global Negotiations	EON Ch 11	Project Presentations	
Week #14 Dec 4-9	Review for final			

Week #15 Final Exam Week