



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

**MKTG 3334****Advanced Sales & Negotiation Techniques**

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<b>Start Date:</b>	September 6, 2005	<b>End Date:</b>	December 16, 2005
<b>Total Hours:</b>	60	<b>Total Weeks:</b>	15
<b>Hours/Week:</b>	4	<b>Lecture:</b>	2
		<b>Lab:</b>	2
<b>Prerequisites</b>		<b>Term/Level:</b>	3
<b>Course No.</b>	<b>Course Name</b>	<b>Course Credits:</b>	4.00
MKTG 2243	Sales Skills (or equivalent)	<b>Shop:</b>	
		<b>Seminar:</b>	
		<b>Other:</b>	
<b>Prerequisites</b>		<b>Course Number is a Prerequisite for:</b>	
<b>Course No.</b>	<b>Course Name</b>	<b>Course No.</b>	<b>Course Name</b>
MKTG 2243	Sales Skills (or equivalent)	MKTG 4402	Relationship Selling

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**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%	<b>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.</b>
Team Project	20%	
Mid-term Exam	25%	
Final Exam	35%	
<b>TOTAL</b>	<b>100%</b>	

**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 (3<sup>rd</sup> 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 (2<sup>nd</sup> 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 6-9	Course Overview Negotiation Process	None		
Week #2 Sept 12-16	Preparing for a Negotiation	GRTN Chapters 1 – 3 EON Ch 1 pp 1-29	Negotiation Role-play	
Week #3 Sept 19-23	Framing, Strategizing, Planning and Negotiation Styles	EON Ch 1 pp 30-56	Case	Week #4
Week #4 Sept 26-30	Distributive bargaining, Bargaining Range, BATNA	EON Ch 3 pp 60 -72 GRTN Ch 4	Negotiation Role-play	
Week #5 Oct 3-7	Integrative negotiation, Issues, Interests	EON Ch 4 GRTN Ch 5	Case	Week #6
Week #6 Oct 11-14	Conflict, Conflict Management	GRTN Ch 6	Case	Week #7
Week #7 Oct 17-21	Concessions, Hardball tactics	EON Ch 3 pp 73 -83	Negotiation Role-Play	
Week #8 Oct 24-28	Midterm Exam Oct 28	None		
Week #9 Oct 31-Nov 4	Communication, Perception, Biases	EON Ch 5 GRTN Ch 7	In class case	
Week #10 Nov 7-11	Leverage, Power	EON Ch 6	Negotiation Role-play	
Week #11 Nov 14-18	Managing Difficult Negotiations	GRTN Ch 8 EON Ch 9	Project Presentations	
Week #12 Nov 21-25	Ethics in Negotiation	EON Ch 7 GRTN Ch 9	Project Presentations	
Week #13 Nov 28- Dec 2	Global Negotiations	EON Ch 8	Project Presentations	
Week #14 Dec 5-9	Review for final			

Week #15      Final Exam Week