

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
 Business Programs
 Program: Marketing Management
 Option: Professional Sales/Real Estate/Small Business

Course Outline Part A

MKTG 3334
Advanced Sales and Negotiating Techniques

Hours/Week:	4	Total Hours:	56	Term/Level:	3
Lecture:	2	Total Weeks:	14	Credits:	3
Lab:	2	Start Date:	Sep 7/99		
Other:		End Date:	Dec 10/99		

Prerequisites:

MKTG 3334 is a prerequisite for:

Successful completion of MKTG 2243
 Selling Skills or equivalent.

Course No.**Course Name**

MKTG 4402

Relationship Selling

Course Goals:

To introduce the student to negotiation concepts, and further develop and enhance the student's competence and confidence in relevant selling and sales negotiating situations.

Course Description:

This is a course in which information technology, lectures, group exercises, role-playing, case studies, simulations and discussions are used to introduce the student to negotiation within a sales context, and to develop the student's ability to use advanced selling techniques.

Evaluation:

Project 1: Team Negotiation	5%
Project 2: Team Negotiation	7%
Project 3: Team Negotiation	9%
Project 4: Team Negotiation	11%
Assignment 1: Individual Negotiation	20%
Mid-term Exam	20%
Final Exam	28%
TOTAL	100%

Key Course Outcomes and Sub-Outcomes:

Upon successful completion of this course, the student will be able to meet the following objectives:

1. Knowledge Outcomes

- 1.1. Define negotiating terms.
- 1.2. Explain key negotiating concepts.
- 1.3. Discuss concerns and challenges in relation to being a negotiator within a sales context.
- 1.4. Recommend appropriate strategies given various negotiation situations.

2. Negotiation Skills Outcomes

Given varied sales negotiation scenarios, the student will be able to:

- 2.1. Use models and processes discussed in the course to thoroughly plan and prepare to negotiate, working within a group of peers as well as independently.
- 2.2. Use information technology and written communication effectively to conduct a negotiation through electronic means.
- 2.3. Demonstrate effective use of the negotiation process and skills explored in the course by conducting a sales negotiation to reach the best agreement possible.
- 2.4. Evaluate his or her performance as a sales negotiator.
- 2.5. Provide constructive feedback to fellow students.

Course Record:

Designed by: Randy Singer	Date: August 1995
Revised by: Randy Singer	Date: August 1996
Revised by: Randy Singer	Date: August 1997
Revised by: Randy Singer	Date: August 1998
Revised by: Randy Singer	Date: August 1999

Effective Date:

September 1999

Instructors	Office	Hours	BCIT	e-mail
Randy Singer	SE6-312	As posted	451-6767	rssinger@bcit.bc.ca
Peter Mitchell	SE6-312	As posted	451-6767	pmitchel@bcit.bc.ca

Texts and Equipment (Required):

- Fisher, R. & Ury, W. (1991). Getting to yes (2nd ed.). New York, NY: Penguin
- Fisher, R. & Ertel, D. (1995). Getting ready to negotiate. New York, NY: Penguin
- Access to a computer that enables access to the Internet.
- Additional readings assigned by the instructor during the course.

Course Notes (Policies and Procedures):

1. The attendance policy as outlined in the BCIT calendar will be followed. Students are expected to be in attendance for all scheduled lecture and lab time. For this course, excessive absence will consist of missing more than the equivalent of one lab (aggregate of 2 hours) for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student shall receive a final exam grade of zero.
2. Projects 1 - 4 will be evaluated using a two-step process. Initially, a team grade will be awarded for each project, then each student's grade will be reviewed and may be adjusted up or down by the instructor based upon feedback received from other team members regarding the student's level of participation.
3. The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exam and Final Exam in order to receive credit for Projects 1 - 4. Failure to achieve 50 percent of the available marks on the two exams will result in a grade of zero for each Project.
4. The student is required to achieve a pass (50%) on Assignment 1 (Individual Negotiation) in order to receive credit for Projects 1 - 4. Failure to achieve 50 percent of the available marks for Assignment 1 will result in the student receiving a grade of zero for each Project.
5. The student is expected to avoid inappropriate sharing of confidential information.

Course Map:

Wk. No./ Dates	Topic Outline	Key Weekly Learning Activities
1/ Sep 7-10	LAB: Cancelled	
	LEC: Course overview	<ul style="list-style-type: none"> Obtain and read Course Outline, Projects/Assignment guidelines
2/ Sep 13-17	LAB: Introduction to negotiating	<ul style="list-style-type: none"> Visit the MKTG 3334 online site http://online.bcit.ca/
	LEC: Negotiating styles, Negotiating process	<ul style="list-style-type: none"> Read GTY, pp. 1-14 Read GRTN, pp. 1-18 and 76-85
3/ Sep 20-24	LAB: Project 1 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Contribute to online discussion
	LEC: Separate people from problem, Focus on interests	<ul style="list-style-type: none"> Read GTY, pp. 15-55 Read GRTN, pp. 86-95 and 21-32
4/ Sep 27- Oct 1	LAB: Project 1 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Contribute to online discussion
	LEC: Invent options for mutual gain, Use objective criteria	<ul style="list-style-type: none"> Read GTY, pp. 56-94 Read GRTN, pp. 33-44 and 61-75
5/ Oct 4-8	LAB: Project 2 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Complete online Quiz
	LEC: BATNA, WATNA, Preparing for a negotiation	<ul style="list-style-type: none"> Read GTY, pp. 95-106 Read GRTN, pp. 45-60
6/ Oct 12-15	LAB: Project 2 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab
	LEC: Strategies, tactics, Concessions	<ul style="list-style-type: none"> Read GTY, pp. 107-128 Read GRTN, pp. 96-106
7/ Oct 18-22	LAB: Project 3 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab
	LEC: Mid-term Exam Oct 22, 1330-1530	

Course Map (continued):

Wk. No./ Dates	Topic Outline	Weekly Learning Activities
8/ Oct 25-29	LAB: Project 3 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Work on Project 4 negotiation
	LEC: Mid-term exam review; Hardball tactics; Power and leverage	<ul style="list-style-type: none"> Read GTY, pp. 129-143 Read GRTN, pp. 109-172
9/ Nov 1-5	LAB: Hardball negotiation role plays	<ul style="list-style-type: none"> Work on Project 4 negotiation
	LEC: Negotiation breakdowns; other popular negotiating techniques	<ul style="list-style-type: none"> Read GTY: pp. 145-187
10/ Nov 8-12	LAB: Salary negotiation role plays	<ul style="list-style-type: none"> Work on Project 4 negotiation
	LEC: Conciliation, Mediation, Arbitration; Using 3 rd parties to intervene	<ul style="list-style-type: none"> Review readings, notes
11/ Nov 15-19	LAB: Assignment 1 (individual negotiation)	<ul style="list-style-type: none"> Conduct individual negotiation in Lab (1st wk)
	LEC: Negotiating across boundaries and cultures; Written agreements	<ul style="list-style-type: none"> Review readings, notes
12/ Nov 22-26	LAB: Assignment 1 (individual negotiation)	<ul style="list-style-type: none"> Conduct individual negotiation in Lab (2nd wk)
	LEC: Ethics in negotiation	<ul style="list-style-type: none"> Review readings, notes
13/ Nov 29- Dec 3	LAB: Assignment 1 (individual negotiation)	<ul style="list-style-type: none"> Conduct individual negotiation in Lab (3rd wk)
	LEC: Review and exam preparation	<ul style="list-style-type: none"> Review course content. Exam preparation.
14/ Dec 6-10	Final Exam (see published exam schedule for date and time)	

NOTE: The Course Map above is tentative and subject to change according to the needs and interests of learners, and the availability of information technology and guest speakers.