
Hours/Week:	3	Total Hours:	36	Term/Level:	
Lecture:		Total Weeks:	12	Credits:	3
Lab:					
Other:					

Prerequisites:

Successful completion of MKTG 2243 or equivalent.

Course Goals:

To further develop and enhance the student's competence and confidence in relevant selling and sales negotiation situations.

Course Description:

This is a course in which lectures, 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:

Assignment 1: Group Negotiation	10%	
Assignment 2: Individual Negotiation	5 – 15%	(default is 10%)
Assignment 3: Individual Negotiation	15 – 25%	(default is 20%)
Mid-term Exam	20%	
Final Exam	30%	
Participation	10%	

NOTE: Each student is given a limited-time opportunity to select, in advance, the weighting of Assignments 2 and 3, within the range stated above, such that the two assignments total 30% of the course grade (see attached Assignment Grading Agreement for details). Any student who chooses not to enter into the Assignment Grading Agreement shall be graded based upon the default weightings for Assignments 2 and 3 stated above.

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. Differentiate between selling, negotiating, mediating and arbitrating.
- 1.2. Differentiate between distributive, integrative and principled negotiation.
- 1.3. Evaluate the use of negotiation to resolve conflict.
- 1.4. Explain the four basic points of principled negotiation.
- 1.5. Differentiate between issues, interests, and positions.
- 1.6. Justify the use of concessions.
- 1.7. Explain BATNA and WATNA.
- 1.8. Discuss ethical, cultural and gender considerations facing a salesperson that negotiates.
- 1.9. Discuss the impact of power on negotiating.
- 1.10. Discuss the importance/role of leverage in a negotiation.

2. Negotiation Skills Outcomes

Given varied sales negotiation scenarios, the student will:

- 2.1. Plan and prepare to negotiate to reach the best agreement possible in a group of peers as well as independently.
 - 2.1.1. Develop negotiating goals and objectives.
 - 2.1.2. Develop negotiating strategy and tactics.
 - 2.1.3. Choose an appropriate negotiating style.
 - 2.1.4. Anticipate, and prepare for, the other party's responses.
- 2.2. Conduct at least two effective one-on-one sales negotiations
 - 2.2.1. Use the four basic points of principled negotiation.
 - 2.2.2. Use interpersonal communication skills effectively.
 - 2.2.3. Use timeouts strategically while negotiating.
- 2.3. Evaluate his/her own performance as a sales negotiator.
 - 2.3.1. Identify specific strengths and areas for improvement.
 - 2.3.2. Recommend corrective action that will lead to more effective performance.
- 2.4. Provide constructive critique/feedback to fellow students.
- 2.5. Discuss concerns and challenges in relation to being a negotiator within a sales context.
 - 2.5.1. Assess when, and when not to, negotiate.
 - 2.5.2. Assess when to use a BATNA and WATNA in a negotiation.
 - 2.5.3. Analyze causes of negotiation breakdowns, and suggest ways that breakdowns can be prevented and remedied.
 - 2.5.4. Evaluate the use of third party intervention in a given sales negotiation context.
 - 2.5.5. Recommend strategies/tactics for dealing with difficult people.

Effective Date:

September 1997

Instructor:

Randy Singer BCIT: 451-6767
 RES.: 926-9841
 E-mail: rssinger@unixg.ubc.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
 - Any additional readings assigned by the instructor during the course.
 - One blank videocassette tape (minimum length: 30 minutes).
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Course Notes (Policies and Procedures):

1. The attendance policy as outlined in the BCIT calendar will be followed. For this course, excessive absence will consist of missing more than ten percent (3.6 hours) of scheduled class time for reasons within the student's control. Students with excessive absence will receive a failing grade for this course.
 2. 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 Assignments 1, 2 and 3.
 3. The student must complete every assignment in order to successfully complete this course.
 4. The participation grade is based upon the degree to which the student:
 - a) Demonstrates professionalism and willingness to participate in role-plays, exercises and assignments.
 - b) Keeps to him/herself any confidential information provided by the instructor.
 - c) Asks questions during class that are relevant and pre-thought.
 - d) Contributes valuable ideas during class discussion.
 - e) Demonstrates ability to focus attention on the task at hand.
 - f) Enhances the learning environment for fellow students.
 - g) Arrives for class on time and remains until class is finished.
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Assignment Details:

ASSIGNMENT 1 (team negotiation)

Due: Week 5 (October 9/97)

Value: 10% (Note: each team member receives the same grade for this assignment)

Objectives:

- a) To contribute equally with other members of your team toward planning and preparing to negotiate within the context of a given scenario,
- (10) b) To negotiate effectively on behalf of your team to reach the best agreement possible in a way that demonstrates your team's level of readiness, OR to support the negotiation effort (Note: the negotiation will be videotaped),

Guidelines and Tips:

- 1) Work with the members of your team to complete this assignment. Your team will negotiate with another team assigned by the instructor.
- 2) You will receive scenario details and confidential information, and have an opportunity to plan and prepare on Week 4 (October 2).
- 3) Only one member of your team may negotiate on behalf of your team. Once negotiations begin, your team may not replace the negotiator.
- 4) There will be a maximum negotiation period of 30 minutes, including any timeouts where a negotiator briefly recesses to consult with team members.
- 5) After the negotiation concludes (or the time period expires) be prepared to provide a self-assessment, and facilitate a feedback session involving the other negotiating team and observers.

ASSIGNMENT 2 (individual negotiation)

Due: Week 8 (October 30/97)).

Value: 10% (unless stated otherwise by the Assignment Grading Agreement)

Objectives:

To plan, prepare and negotiate a given scenario effectively to reach the best agreement possible.

Guidelines and Tips:

- 1) You will receive scenario details and confidential information one week prior to your negotiation.
- 2) The instructor will assign and announce the name of the student with whom you will negotiate on the day of your negotiation (October 30). While you will negotiate the scenario independently, you are encouraged to use all available resources beforehand to plan and prepare for the negotiation.
- 3) Due to time constraints, the maximum negotiation period (including timeouts) will depend on class size, and will be announced on Week 7 (October 23).
- 4) You will be evaluated on specific criteria that will be issued on Week 7 (October 23).

ASSIGNMENT 3 (individual negotiation)

Due: Week 11 (November 20/97)).

Value: 20% (unless stated otherwise by the Assignment Grading Agreement)

Objectives:

To plan, prepare and negotiate a given scenario effectively to reach the best agreement possible.

Guidelines and Tips:

- 1) You will receive scenario details and confidential information two weeks prior to your negotiation. You may also receive additional confidential information on the day of your negotiation (Week 11).
- 2) The instructor will assign and announce the name of the student with whom you will negotiate on the day of your negotiation. While you will negotiate the scenario independently, you are encouraged to use all available resources beforehand to plan and prepare for the negotiation.
- 3) Due to time constraints, the maximum negotiation period (including timeouts) will depend on class size, and will be announced on Week 10 (November 13).
- 4) You will be evaluated on specific criteria that will be issued on Week 10 (November 13).

Topic Outline:

Week/ Date	Topics/Activities	Reference Reading
Week 1 Sep 11	<ul style="list-style-type: none"> • Instructor/student introductions • Expectations and course overview • The Negotiation Process 	GTY: 1 GRTN: 1
Week 2 Sep 18	<ul style="list-style-type: none"> • Balancing Relationship and Substance • Focusing on Interests 	GTY: 2,3,Q4-6 GRTN: 3,8
Week 3 Sep 25	<ul style="list-style-type: none"> • Creating Win-Win Solutions • Using Objective Criteria 	GTY: 4,5,Q1-3 GRTN: 4
Week 4 Oct 2	<ul style="list-style-type: none"> • BATNA/WATNA • Preparing to Negotiate 	GTY: 6 GRTN: 5,6,9
Week 5 Oct 9	<ul style="list-style-type: none"> • <u>Assignment 1 Due (Group Negotiations)</u> • Mid-term Exam 	
Week 6 Oct 16	<ul style="list-style-type: none"> • Strategy and Tactics • Communication Essentials 	GTY: 7,Q7-9 GRTN: 7
Week 7 Oct 23	<ul style="list-style-type: none"> • The Impact of Power and Leverage • Dealing with Negotiation Breakdowns 	GTY: 8,Q10 GRTN: 10, Appendix A
Week 8 Oct 30	<ul style="list-style-type: none"> • <u>Assignment 2 Due: (Individual Negotiations)</u> 	
Week 9 Nov 6	<ul style="list-style-type: none"> • Third Party Interventions 	
Week 10 Nov 13	<ul style="list-style-type: none"> • Ethics and Negotiating • The Impact of Culture and Gender 	
Week 11 Nov 20	<ul style="list-style-type: none"> • <u>Assignment 3 Due: (Individual Negotiations)</u> 	
Week 12 Nov 27	<ul style="list-style-type: none"> • Final Exam 	

Assignment Grading Agreement:

Instructions for Completing the Assignment Grading Agreement

1. Read the Terms and Conditions of the Agreement carefully.
2. If you agree with the Terms and Conditions, fill in the weighting and total blanks.
3. Print your name, and sign and date the agreement.
4. Make a photocopy for your records, and submit the original to the instructor by deadline.

**Advanced Sales and Negotiating Techniques
ASSIGNMENT GRADING AGREEMENT**

Terms and Conditions

1. This agreement gives the MKTG 3342 student an opportunity to select, within a specified range, the weighting of his/her grades for Assignment 1 and Assignment 2.
2. The student agrees that he/she is entering into this Agreement voluntarily. Any MKTG 3342 student who chooses not to enter into this Assignment Grading Agreement shall be graded based upon the default weightings for Assignments 2 and 3 as stated in the Evaluation section of the course outline.
3. Assignment weightings are whole numbers, not fractions (e.g. 12%, not 11.8%).
4. The Assignment 1 weighting is no less than 5% nor greater than 15%. The Assignment 2 weighting is no less than 15% nor greater than 25%. The sum of the two weightings equals 30%.
5. This agreement is null and void unless completed, signed, dated and delivered to the instructor in person, no later than 1630 on Thursday September 25, 1997.
6. This agreement may be amended only by written request, delivered to the instructor in person, no later than 1630 on Thursday September 25, 1997. It may not be amended after 1630 on Thursday September 25, 1997.

I have read, understand, and agree to the terms and conditions of this Agreement, as outline above. I wish to have grade weightings applied to Assignments 2 and 3 as follows:

Assignment 1 _____ Assignment 2 _____ Total _____

Print Name

Set

Signature

Randy Singer
Instructor

Signature