



FILED JAN 21 2000  
OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3342**

**Negotiating Skills**

---

Hours/Week:	3	Total Hours:	36	Term/Level:	200010
Lecture:	3	Total Weeks:	12	Credits:	3

---

**Prerequisites:**

---

**Course Objectives:**

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

---

**Evaluation**

---

TOTAL	100%
-------	------

---

**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

### Course Summary:

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

---

### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3342**  
**Negotiating Skills**

---

**Effective Date**

January 2000

---

**Instructor(s)**

Randy Singer

Office No.: 451-6767

Office Hours:

Phone:

---

**Required Text(s) and Equipment**

Getting to Yes by Fisher, 1991, 2<sup>nd</sup> Edition, Publisher: Penguin

Getting Ready to Negotiate by Fisher, 1995, Publisher: Penguin

---

**COURSE NOTES (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

---

Session	Outcome/Material Covered	Reference/ Reading