
Hours/Week:	4	Total Hours:	56	Term/Level:	3
Lecture:	2	Total Weeks:	14	Credits:	3
Lab:	2	Start Date:	Sep 5/2000		
Other:		End Date:	Dec 8/2000		

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:

Approval Null Policy Sept 28/00

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	15%
Final Exam	28%
Participation	5%
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 face-to-face 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: Randal Singer	Date: August 1995
Revised by: Randal Singer	Date: August 1996
Revised by: Randal Singer	Date: August 1997
Revised by: Randal Singer	Date: August 1998
Revised by: Randal Singer	Date: August 1999
Revised be: Randal Singer	Date: August 2000

Effective Date:

September 2000

Instructor	Office	Hours	BCIT	E-mail
Randy Singer	SE6-312	As posted	451-6767	Randal_Singer@bcit.ca

Texts Equipment and Resources (Required):

- Access to the Internet and World Wide Web (Netscape is the preferred browser).
 - Readings assigned by the instructor during the course.
 - 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
-

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 5-8	LAB: Cancelled	<ul style="list-style-type: none"> Obtain and read Course Outline Visit the MKTG 3334 online site http://online.bcit.ca/ Read Projects and Assignment Guidelines
	LEC: Course overview, Selling vs. Negotiating, Negotiating process	
2/ Sep 11-15	LAB: Introduction to negotiating	<ul style="list-style-type: none"> Complete online Expectations Survey Read GTY, pp. 1-39 Read GRTN, pp. 1-18 and 76-95
	LEC: Negotiating styles, Separate people from problem	
3/ Sep 18-22	LAB: Project 1 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Contribute to online discussion Read GTY, pp. 40-55 Read GRTN, pp. 21-32
	LEC: Focus on interests	
4/ Sep 25-29	LAB: Project 1 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Contribute to online discussion Read GTY, pp. 56-94 Read GRTN, pp. 33-44 and 61-75
	LEC: Invent options for mutual gain, Use objective criteria	
5/ Oct 2-6	LAB: Project 2 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Complete online Quiz Read GTY, pp. 95-106 Read GRTN, pp. 45-60
	LEC: BATNA, WATNA, Preparing for a negotiation	
6/ Oct 9-13	LAB: Project 2 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab Read GTY, pp. 107-128 Read GRTN, pp. 96-106
	LEC: Managing Conflict, Negotiating strategies & tactics, Concessions	
7/ Oct 16-20	LAB: Project 3 team negotiation	<ul style="list-style-type: none"> Conduct team negotiation in Lab
	LEC: Mid-term Exam	

Course Map (continued):

Wk. No./ Dates	Topic Outline	Weekly Learning Activities
8/ Oct 23-27	LAB: Project 3 team negotiation	<ul style="list-style-type: none">• Conduct team negotiation in Lab• Work on Project 4 negotiation• Read GTY, pp. 129-143• Read GRTN, pp. 109-172
	LEC: Mid-term exam review; Hardball tactics; Power and leverage	
9/ Oct 30- Nov 1-3	LAB: Hardball negotiation role plays	<ul style="list-style-type: none">• Work on Project 4 negotiation• Read GTY: pp. 145-187
	LEC: Negotiation breakdowns; other popular negotiating techniques	
10/ Nov 6-10	LAB: Salary negotiation role plays	<ul style="list-style-type: none">• Work on Project 4 negotiation• Review readings, notes
	LEC: Conciliation, Mediation, Arbitration; Using 3 rd parties to intervene	
11/ Nov 14-17	LAB: Assignment 1 (individual negotiation)	<ul style="list-style-type: none">• Conduct individual negotiation in Lab (1st wk)• Review readings, notes
	LEC: Negotiating across boundaries and cultures; Written agreements	
12/ Nov 20-24	LAB: Assignment 1 (individual negotiation)	<ul style="list-style-type: none">• Conduct individual negotiation in Lab (2nd wk)• Review readings, notes
	LEC: Ethics in negotiation	
13/ Nov 27- Dec 1	LAB: Assignment 1 (individual negotiation)	<ul style="list-style-type: none">• Conduct individual negotiation in Lab (3rd wk)• Review course content. Exam preparation.
	LEC: Review and exam preparation	
14/ Dec 4-8	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.