



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

MKTG 3334

Advanced Sales & Negotiation Techniques

Start Date: September 3, 2002

End Date: December 13, 2002

Total Hours: 60 **Total Weeks:** 15

Term/Level: 3 **Course Credits:** 4.00

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Shop: **Seminar:** **Other:**

Prerequisites

MKTG 3334 is a Prerequisite for:

Course No.	Course Name
MKTG 2243	Sales Skills (or equivalent)

Course No.	Course Name
MKTG 4402	Relationship Selling

■ **Course Description (required)**

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 selling and sales negotiating situations.

■ **Detailed Course Description (optional)**

This is a course combining lectures, group exercises, relevant information technology, case studies, role-playing, simulations and discussions 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%

Comments:

Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

TOTAL	100%
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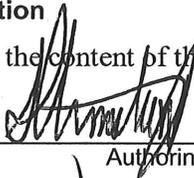
■ **Course Learning Outcomes/Competencies**

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. Use information technology and written communication effectively to conduct a non-verbal negotiation.
6. 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.
7. Evaluate his or her performance as a sales negotiator.
8. Provide constructive feedback to fellow students.

■ **Verification**

I verify that the content of this course outline is current.

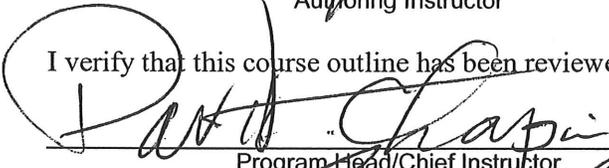


Authoring Instructor

Aug 29, 2002

Date

I verify that this course outline has been reviewed.

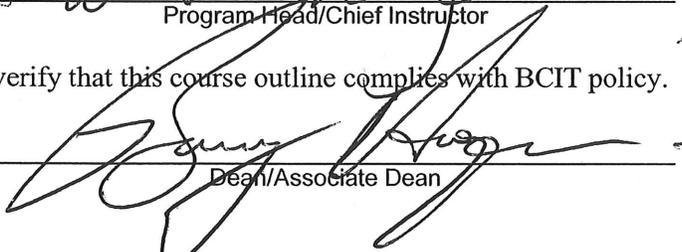


Program Head/Chief Instructor

Aug 29 / 02

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Aug 29/02.

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

Scott Armstrong

Office Location: SE6 373
Office Hrs.: As Posted

Office Phone: (604) 456-8149
E-mail Address: Scott_Armstrong@bcit.ca

■ Learning Resources

Required:

Lewicki, R.J., Saunders, D.M. & Minton, J.W.(2001).
Essentials of Negotiation (2nd ed.).
New York, NY:McGraw-Hill

Fisher, R & Ertel, D. (1995)
Getting Ready To Negotiate
New York, NY: Penguin

Access to the Internet

Additional cases and readings as assigned by the instructor during the course

Recommended:

Roger Fisher, William Ury, Bruce Patton (1991)
Getting to Yes (2nd edition)
New York, NY: Penguin

■ Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. 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. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Missing more than 10% of classes without prior arrangement and consent from 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.

■ **Assignment Details**

Assignments will be a cumulative combination of group and individual negotiations. For group negotiations students will be assigned teams which will engage in a variety of negotiation scenarios with other class teams. Teams will have a minimum of one week to prepare for each negotiation role play. The instructor will provide assessment based upon advanced preparation as well as the actual negotiation role play.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Week #1 Sept 3-6	Course Overview, Negotiation Process`	None		
Week #2 Sept 9-13	Framing, Strategizing, Planning, Styles	EON pp. 1-5 and Ch 2		
Week #3 Sept 16-20	Preparing for a Negotiation	GRTN pp 3-44	Project #1 (A & B)	TBA
Week #4 Sept 23-27	Integrative negotiation, Issues, Interests	EON Ch. 4 GRTN pp 45-75	Project #1 (C & D)	TBA
Week #5 Sept 30-Oct 4	Conflict, Conflict Management	EON pp 6-21 and Case	Project #2 (A & B)	TBA
Week #6 Oct 7-Oct 11	Distributive bargaining, Bargaining Range, BATNA	EON Ch 3 GRTN pp 76-108	Project #2 (C & D)	TBA
Week #7 Oct 14-Oct 18	Concessions, Hardball tactics	Case	Project #3 (A & B)	TBA
Week #8 Oct 21-Oct 25	Midterm Exam Oct 24 th	None		
Week #9 Oct 28-Nov 1	Communication, Perception, Biases	EON Ch 5 GRTN pp 109-153	Project #3 (C & D)	TBA
Week #10 Nov 4–Nov 8	Leverage, Power	EON Ch 6	Project #4 (A & B)	TBA
Week #11 Nov 11-Nov 15	Managing difficult negotiations	EON Ch 9 GRTN pp 154-173	Project #4 (C & D)	TBA
Week #12 Nov 18-Nov 22	Ethics in negotiation	EON Ch 7 GRTN Finish text	Assignment #1	TBA
Week #13 Nov 25-Nov 29	Global Negotiations	EON Ch 8	Assignment #1	TBA
Week #14 Dec 2-Dec 6	Review and exam preparation	None	Assignment #1	TBA
Week #15	FINAL EXAM			

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Dec 9-Dec 13	(see published exam schedule for date and time)			