

1. Introduction

BCIT School of Business, Marketing Management
MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline

Introduction

Overview

Hours/week:	4 (Lecture 2, Lab 2)
Total weeks:	15
Total hours:	60
Start date:	September 4, 2001
End date:	December 14, 2001
Term level:	3
Credits:	4.00
Prerequisites:	MKTG 2243 Sales Skills (or equivalent)
MKTG 3334 is a prerequisite for:	MKTG 4402 Relationship Selling

Course Goals

The goal of this course is to introduce the student to negotiation concepts, and further develop and enhance the student's competence 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.

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.

2. Evaluation

MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline

Evaluation

Overview of Graded Components

<u>Component</u>	<u>Weight</u>
Project 1 -- Team Negotiation	5%
Project 2 -- Team Negotiation	7%
Project 3 -- Team Negotiation	9%
Project 4 -- Team Negotiation	11%
Assignment 1 -- Individual Negotiation	25%
Mid-term Exam	15%
Final Exam	28%
TOTAL	100%

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.

3. Course Outcomes

MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline

Course Outcomes

Upon successful completion of this course, 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 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.

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.

4. Course Record

MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline

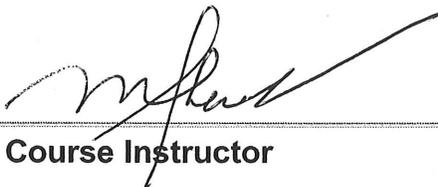
Course Record

Design and Revisions

Designed by: Randal Singer	August 1995
Revised by: Randal Singer	August 1996
Revised by: Randal Singer	August 1997
Revised by: Randal Singer	August 1998
Revised by: Randal Singer	August 1999
Revised by: Randal Singer	August 2000
Revised by: Randal Singer	August 2001

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.



Sept 4/01

5. Course Instructor

MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline

Course Instructor

Randal Singer, M.B.A.

Office	Hours	BCIT Telephone	E-mail
SE6-312	<u>As posted</u>	(604) 451-6767	<u>Randal_Singer@bcit.ca</u>

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.

6. Texts, Equipment and Resources

MKTG 3334 Advanced Sales & Negotiation Techniques Course Outline

Texts, Equipment and 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. [Note: one copy per Lab negotiating team is required.]
- Access to the Internet.
- Additional cases and readings assigned by the instructor during the course.

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.

7. Course Notes (Policies and Procedures)

MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline

Course Notes

Policies and Procedures

1. BCIT's attendance policy 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 grades of zero for the final exam and each team project (1 to 4).
2. Projects 1 - 4 will be evaluated using a two-step process. Initially, a team grade will be allocated 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 amount and quality of participation by the student.
3. The student is required to achieve 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 60% on Assignment 1 (Individual Negotiation) in order to receive credit for Projects 1 - 4. Failure to achieve 60 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.

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.

8. Topic Outline

**MKTG 3334 Advanced Sales & Negotiation Techniques
Course Outline**

Topic Outline

Course Map

Week/Dates	Topic/Subject	Pre-lecture Reading	Projects/Assignment
1/Sep 4-7	Course overview, Negotiation process	None	
2/Sep 10-14	Framing, Strategizing, Planning, Styles	EON pp. 1-5 and Ch. 2	
3/Sep 17-21	Integrative negotiation, Issues, Interests	EON Ch. 4	Proj. 1 (A & B)
4/Sep 24-28	Inventing options, Using objective criteria	Case	Proj. 1 (C & D)
5/Oct 1-5	Conflict, Conflict Management	EON pp. 6-21 and Case	Proj. 2 (A & B)
6/Oct 8-12	Distributive bargaining, Bargaining range, BATNA	EON Ch. 3	Proj. 2 (A & B)
7/Oct 15-19	Concessions, Hardball tactics	Case	Proj. 3 (A & B)
8/Oct 22-26	Mid-term Exam Oct 25	None	Proj. 3 (C & D)
9/Oct 29-Nov 2	Communication, Perception, Biases	EON Ch. 5	Proj. 4 (A & B)
10/Nov 5-9	Leverage, Power	EON Ch. 6	Proj. 4 (C & D)
11/Nov 12-16	Managing difficult negotiations	EON Ch. 9	Assignment 1
12/Nov 19-23	Ethics in negotiation	Eon Ch. 7	Assignment 1
13/Nov 26-30	Global negotiations	EON Ch. 8	Assignment 1
14/Dec 3-7	Review and exam preparation	None	Assignment 1
15/Dec 10-14	Final Exam (see published exam schedule for date, time)		

[Back to Top](#)

© 1999 - 2001 by Randal Singer. All rights reserved.