



Course Description

MAR1440 | Fundamentals of Negotiations | 3.00 credits

This course introduces the negotiation process and identifies consumer motivations. Students will analyze the various positions of negotiations, from gaining leverage to making considerations. Students will examine a long-term sales strategy and how a balanced negotiation plan impacts it.

Course Competencies:

Competency 1: The student will understand the dynamics of the negotiation process by:

1. Exploring an overview of a successful negotiating process and the steps involved
2. Comparing and contrasting the consumer and salesperson's positions and interests
3. Identifying consumer interests, motivations, and options
4. Developing a negotiation strategy that encompasses consumer wants and the organization's desired results

Competency 2: The student will comprehend the importance of the negotiating strategies by:

1. Developing a negotiation strategy
2. Elaborate building value for the consumer and the consumer's perception of the product or service
3. Identifying emotional indicators in the negotiating process
4. Differentiating between trading, positions of leverage, and commitment

Competency 3: The student will participate in negotiation scenarios by:

1. Identifying motives behind the salesperson and the prospect by engaging in role-playing sessions
2. Examining persuasive selling and stimulating interest for the customer
3. Analyzing the importance of price and its role in the negotiation process
4. Compare and contrast between individuals negotiation scenarios and multi-party negotiations

Competency 4: The student will recognize the strategies for closing the sale by:

1. Identifying the various methods of negotiation
2. Discussing trust building, trust development, and consumer objections
3. Analyzing the terms and conditions of a conditional sales agreement
4. Reaching mutually beneficial sales negotiations for a long-term strategy

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures, including global and historical perspectives