## MAR 1440  Fundamentals of Negotiations

**Course Description:**
This course introduces the negotiation process and identifying 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. (3 hr. lecture)

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<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will understand the dynamics of the negotiation process by: | • Communication  
• Critical thinking  
• Cultural / Global Perspective |
| 1. Exploring an overview of a successful negotiating process and the steps involved.  
2. Comparing and contrasting the positions and interests for both the consumer and the salesperson.  
3. Identifying consumer interests, motivations, and options.  
4. Developing a negotiation strategy that encompasses both consumer wants and the desired results of the organization. | |
| **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 commitments. | • Communication  
• Critical thinking  
• Information Literacy |
| **Competency 3:** The student will participate in negotiation scenarios by: | |
| | |
1. Identifying motives behind both 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 individual negotiation scenarios and multi-party negotiations.

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

- Communication
- Critical thinking
- Information Literacy

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