Course Syllabus
MKTG4470 001 – Essentials of Negotiations
2:40-4:05 pm TR, FCB 121
Spring, 2016
3.0 Credit Hours

Instructor: Alan J. Bush, PhD
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E-mail: alanbush@memphis.edu
Office: FEC room 147
Office Hours: 11:30 am – 1:00 pm TR and by appointment

Course Overview

Fundamental skills in negotiation process, including types, planning and strategies; emphasis on communication, relationships, cross-cultural, multiple parties, power, and ethics across a variety of settings.

Pre-Requisites/Co-Requisites:

There are no pre-requisites to enrolling in this course. In general, it is assumed students have completed the requirements in the Fogelman College of Business and Economics.

Required Texts (and Related Materials):


The Truth about Negotiations by Leigh Thompson 2nd ed. 2013, Published by FT Press of Pearson Prentice Hall.

Location of Course Materials:

All course materials are located on the eCourseware website at: https://eCourseware.memphis.edu.

Course Objectives:

The basic objectives for this course are:

By participating in this course you will come to recognize the pervasiveness and importance of negotiation. You will acquire a new repertoire of negotiating skills. You will develop a systematic and positive approach to negotiating with colleagues, bosses, clients, other stakeholders, and
external groups of all kinds—in ways that equip you to deal also with all kinds of conditions and circumstances.

This course aims to help you develop the negotiating skills needed to meet the challenges facing today's executives. The course integrates the experiential and intellectual components of negotiation.

First, it will help you develop the sophistication to analyze bargaining and conflict relationships—and to learn (through class discussion and self-assessment) about your own individual bargaining style.

Second, this course uses various techniques to help you understand—

...the basic elements of negotiation;

...when to reach a deal and when to walk away;

...how to negotiate in teams;

...how to negotiate with multiple opponents;

...how to handle international negotiations;

...have a basic understanding of the various truths and non-truths of negotiation, and your personal negotiation style and how to improve it.

**Fogelman College: Learning Outcomes for Your Degree**

This course is designed to help you meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program:


**Course Methodology**

The course will be conducted in a lecture discussion format supplemented with exercises and role plays. The exercises and role plays provide the "experiential" aspects of the course. You will be assigned a role in each negotiation exercise. Multiple negotiations will take place in different sections of the classroom. My role during the exercises is to play moderator, observer and tour guide. Students will also make Negotiation Truths presentations throughout the semester. Given the experiential nature of the course, your class participation is expected since it is a critical part of the course.
Professor's Expectations:

Since class participation is an important part of the course, your participation and attendance is expected. You should assist the professor in creating a positive supportive environment for earning by staying engaged in the course and actively participating in class discussions. No laptops or cell phones during class. If you take class notes on your laptop, please let me know.

Student's Expectations:

In my role as your instructor, there are certain things you can expect from me including: well organized and engaging learning experience, response to emails within two business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grade will be computed.

Final Course Grades

Final course grades are earned according to the following:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>495-550</td>
<td>A</td>
</tr>
<tr>
<td>440-494</td>
<td>B</td>
</tr>
<tr>
<td>385-439</td>
<td>C</td>
</tr>
<tr>
<td>330-384</td>
<td>D</td>
</tr>
<tr>
<td>Under 330</td>
<td>F</td>
</tr>
</tbody>
</table>

Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Truth Presentation (1@50 pts)</td>
<td>50</td>
</tr>
<tr>
<td>Journal Submissions (4@ 50 pts)</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>550 pts.</td>
</tr>
</tbody>
</table>

Schedule of Activities

For a complete semester schedule of textbook readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found at the end of the syllabus.
Final Exam Schedule
The final exam for this class will be scheduled according to the Registrar's academic calendar website.

Course Policies

E-MAIL:
All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive official course correspondence at this email account. Please check this email for this course at least twice a week for updates.

Attendance:
All students are expected to come to class and to stay active and engaged throughout the semester. Attending class and being actively engaged will help you on the course exams and, in particular, with your performance on the essays questions. All students are expected to be in class on time.

Exams:
Multiple-choice questions will be used to test your knowledge of all materials associated with the course, such as text, lectures, and outside examples. Three (3) exams worth 100 points each will be given throughout the semester. All 3 exams are mandatory. There is no provision to drop any of the 3 exams. Reading the assigned textbook chapters and being actively engaged in class is critical for doing well on the exams. Students are required to be on time for all exams.

Final Exam:
The final exam is ONLY for those students who have missed an exam because of a University approved excuse. The final exam is comprehensive over the entire course and will be taken during the regularly scheduled final exam period. The final exam CANNOT be used to improve on a previous exam.

Truth Presentations:
Students will make a Power point presentation to the class about the assigned individual numbered Truth topics from the text: Truth about Negotiations. The presentation is worth 50 points. Please use your creativeness and initiative to explain the topic(s) including any related topics incorporating any examples, either personal or from outside sources. Please submit a copy of your power point sides along with a list of outside sources used prior to class presentation. Grading will be based on the Truth about Negotiations Presentation Evaluation Criteria (eCourseware).

Negotiation Exercises:
Each student will be required to participate in 4 negotiation exercises. First, students can try out their negotiation skills in a friendly environment that will encourage personal growth. Second, these presentations can serve as mini-cases for real-world negotiation situations in which many of the concepts from class can be applied. All students are required to attend each negotiation exercise as they are the foundation for your individual journals and a major portion of your course
grade. **Students must be in class on time for the negotiation exercises.** Students who are late to class on the day of the exercise will **NOT be allowed to participate** in that exercise.

**Journals:**

During the course, each student is expected to maintain a journal describing his/her role experiences and reflecting on learning experiences as a negotiator during the 4 experiential exercises. Keeping a journal encourages reflection on—and analysis of—the learning-by-experience simulations of negotiation we conduct in class. Your comments also give me a sense of your individual progress, as well as some insight into your strengths and weaknesses as a negotiator. Your task is to describe your reactions, perceptions, impressions, or significant insights gained from participation in (or reflection on) the simulations. Examples of some of the types of points I encourage you to address include the following:

- a. what you expected in the situation;
- b. how you prepared for the negotiation;
- c. how you and others in the group behaved;
- d. what you learned about your skills; and
- e. what you would do differently the next time around.

Your journal will be due the class period after the experiential exercise. Each journal submission is worth 50 points. We will conduct 5 experiential exercises in class. **You are required to complete a journal on 4 of the 5 exercises.** Your completed journals can be submitted in class or in the dropbox in eCourseware by the assigned date. The specific criteria for your journals are at eCourseware.

**Adding/Dropping:**

If you have questions about adding or dropping classes, please refer to the Registrar's website.

**Academic Integrity:**

The University of Memphis has clear codes regarding cheating and classroom misconduct. Please refer to the Student handbook section on academic misconduct for a discussion of these codes. *Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website.* If you have any questions about academic integrity or plagiarism, you are strongly encouraged to view the Fogelman College’s Website on Academic Integrity.

**Student Services**

Please access the [FCBE Student Services](#) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance
# Course Calendar
## Marketing 4470
### Essentials of Negotiation

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Jan. 19</td>
<td>Welcome and introduction to the course</td>
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<tr>
<td>Jan. 21</td>
<td>Personal Bargaining Inventory</td>
<td>Q1</td>
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<tr>
<td>Jan. 26</td>
<td>PBI/the Nature of Negotiation</td>
<td>Chapter 1</td>
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<tr>
<td>Jan. 28</td>
<td>The Nature of Negotiation</td>
<td>Chapter 1</td>
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<tr>
<td></td>
<td></td>
<td><strong>Truths #1</strong></td>
</tr>
<tr>
<td>Feb. 2</td>
<td>The Nature of Negotiation</td>
<td><strong>Truths #2, 7, 8</strong></td>
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<tr>
<td>Feb. 4</td>
<td>Distributive Bargaining</td>
<td>Chapter 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Truths #9, 11, 14</strong></td>
</tr>
<tr>
<td>Feb. 9</td>
<td>Distributive Bargaining</td>
<td>Chapter 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Truths# 15, 17, 18</strong></td>
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<tr>
<td>Feb. 11</td>
<td>In-Class Negotiation Exercise #1</td>
<td></td>
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<tr>
<td>Feb. 16</td>
<td><em>Catch up, work day</em></td>
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<td>Feb. 18</td>
<td>Exam 1 Chapters 1, 2</td>
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<td>Feb. 23</td>
<td>Integrative Negotiation</td>
<td>Chapter 3</td>
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<td></td>
<td></td>
<td><strong>Truths #4, 19, 21</strong></td>
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<tr>
<td></td>
<td></td>
<td>Journals (#1) Due</td>
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<tr>
<td>Feb. 25</td>
<td>In-Class Negotiation Exercise #2</td>
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<tr>
<td>March 1</td>
<td>Negotiation Planning</td>
<td>Chapter 4</td>
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<td></td>
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<td><strong>Truths #5, 6</strong></td>
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<tr>
<td>March 3</td>
<td>Perceptions, Cognition, &amp; Emotion</td>
<td>Chapter 5</td>
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<tr>
<td></td>
<td></td>
<td><strong>Truths #25, 29</strong></td>
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<tr>
<td></td>
<td></td>
<td>Journals (#2) Due</td>
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<tr>
<td>March 7-13</td>
<td><em>Spring Break</em></td>
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<tr>
<td>March 15</td>
<td>Perceptions, Cognition, &amp; Emotion</td>
<td>Chapter 5</td>
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<tr>
<td></td>
<td></td>
<td><strong>Truths #26, 27, 2</strong></td>
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</tbody>
</table>
March 17  Communication  Chapter 6  Truths #45, 38, 39
March 22  In-Class Negotiation Exercise #3
March 24  EXAM II  Chapters 3, 4, 5, 6
March 29  Negotiation Power  Chapter 7
Ethics in Negotiation  Chapter 8
Journals (#3) Due
March 31  Relationships in Negotiation  Chapter 9  Truths # 30, 31, 33
April 5  Relationships in Negotiation  Chapter 9  Truths # 34, 35, 36, 37
April 7  In-Class Negotiation Exercise #4
April 12  Cross Cultural Negotiation  Chapter 11  Truths # 42, 43
April 14  EXAM III  Chapters 7, 8, 9, 11
April 19  Truth Presentations  Journals (#4) Due
April 21  In-Class Negotiation Exercise #5
April 26  Journals (#5) Due

FINAL EXAM AS SCHEDULED