Course Syllabus
MKTG 4470M50 - Essentials of Negotiations
Spring Term, 2016, Online
3.0 Credit Hours, Online

(Last updated: 8/23/2015)

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Office: Room 210, FCB
Office Hours: By appointment

Course Overview (Description):
The course provides 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: None
Students must have earned a minimum of 45 credit hours and have met specific course prerequisites with a minimum grade of “C” to be eligible for all 3000 and 4000 level courses. In addition to these requirements, students seeking a degree in the Fogelman College of Business and Economics must have (1) completed all required lower division business courses with a minimum grade of “C” in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) 45 hours of course work including MATH 1830 or 1910, COMM 2381 and 9 hours of English (See B.B.A. Degree Requirements-General Requirements).

WARNING: A prerequisite and upper division check will be done once the first class roll has been issued. If you have not met the requirements, you are responsible to correct the situation during the official add period. If you have not met these requirements and have not corrected this situation, you may be administratively dropped from this course once the check is completed which probably will not be completed until after the add period is over.

Required Texts (and Related Materials):
Online Custom eBook: Online MKTG 4470 Negotiations
McGraw-Hill Create, Fall 2011
ISBN: 9781121233096
Copyright: All materials (including, but not limited to videos, power point slides, contents, quizzes, etc.) used in this course are copyright protected and should not be uploaded, downloaded, copied, or duplicated without authorized written permission from the publisher.

Location of Course Materials: Purchase at: Go to McGraw-Hill website:  
http://create.mheducation.com/shop
Search by: ISBN, school or title; if title, use all CAPS or all lower case letters
2 Choices: view only or download to print

Recommended Texts (and Related Materials): None, but the Custom Text is taken from:


PLEASE NOTE: The custom text is a custom printing of 12 chapters from the Essentials of Negotiation textbook in chronological order. The simulation projects are taken from Negotiation, Readings, Exercises and Cases textbook and have two page numbers. The larger on dark background page numbers are the chronological page numbers of the ebook and the smaller page numbers are the page numbers from the original text.

Course Objectives:

1. Have a basic understanding of the negotiation process.
2. Have a basic understanding of the different types of negotiations.
3. Have a basic understanding of the various essential aspects of negotiation, i.e. strategy, openings, communication, power usage, alternative dispute resolutions, closings, and ethnics.
4. Have a basic understanding of the various aspects of cross culture, emotions, relationships, and teams in negotiations.

Fogelman College: Learning Outcomes for Your Degree

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

BBA http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Fogelman College: Code of Professionalism for Students
Fogelman College: Code of Professionalism for Faculty and
Graduate Assistants
Fogelman College: Code of Professionalism for Staff

On April 15, 2010, Fogelman College unveiled three separate Codes of Professionalism for students, faculty and graduate assistants, and staff to strive to conduct daily behavior. http://www.memphis.edu/fcbe/students/code_of_professionalism.php

Fogelman College: Four-Cs Initiative Program

The program consists of communication, creativity, critical thinking, and emotional control to allow students to put critical business skills into practice and is incorporated throughout this course. The Four Cs Initiative Program equips students with the skills and confidence needed to excel in their business careers. http://www.memphis.edu/professional/academics/4cs.php

Course Methodology
The course will be conducted online involving the use of power point slides, learning objectives, study guides, simulation projects, and quizzes.

Professor’s Expectations:
In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and participating.

Student's Expectations:
In my role as your instructor, there are certain things you can expect: well organized and engaging learning experience, response to emails and feedback on all work submitted within a timely manner.

Grading and Evaluation Criteria
Over the semester, you will have a variety of opportunities to earn points toward your final (overall) letter grade in this course. Your overall grade for the semester is based on how well you perform on these quizzes, exams, and simulation projects.

Course Topics
The following topics will be covered:

1. The Nature of Negotiation
2. Strategy and Tactics of Distributive Bargaining
3. Strategy and Tactics of Integrative Negotiation
5. Perception, Cognition, and Emotion
6. Communication
7. Finding and Using Negotiation Power
8. Ethics in Negotiation
9. Relationships in Negotiation
10. Multiple Parties and Teams
11. International and Cross-Cultural Negotiation
Summary of Grading:

12 Chapter Quizzes (15 questions per chapter @ .5 points each) 90 Points 18%
3 Class Exams (50 questions at 1.5 points each) 225 Points 45%
5 Simulation Projects (37 points each) 185 Points 37%

Total: 500 Points 100%

BONUS:
12 Chapter Bonus Quizzes (4 questions per chapter @ 1 point each) 48 Points 10%

NOTE: (48 possible bonus points can be added to total points)

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>450-500 Points</td>
<td>A</td>
</tr>
<tr>
<td>400-449 Points</td>
<td>B</td>
</tr>
<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
<tr>
<td>300-349 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 300 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

List of Formal Assessed Activities:

**Chapter Quizzes** - Twelve chapter quizzes will be given. The quizzes will test the student knowledge, comprehension and application of the required chapter material.

**Exams** – Three exams will be given that test student knowledge, comprehension, and application of the required text material. The exams can be composed of multiple choice questions.

**Simulation Projects** – Five simulation projects will be assigned allowing students to apply the knowledge learned to a negotiation setting. Please check Ecouraseware email for simulation assignment changes, modifications, and due dates, if necessary.

**Bonus Quizzes** –
Twelve chapter bonus quizzes will be given. The quizzes will test the student knowledge, comprehension and application of the required chapter material. These quizzes will be graded and any points earned will be included in the final course grade computation.

**Note:** Ecouraseware calls all test quizzes. Following is a table showing the allotted time allowed for each quiz and the number of attempts allowed.

**Chapter Quizzes:** 120 minutes each, one attempt anytime during assigned week
Exam Quizzes: 90 minutes each, one attempt anytime during assigned week
Bonus Chapter Quizzes: 60 minutes, two attempts anytime during assigned week
Simulation Project: Must be submitted anytime during the assigned week

**OPTIONAL: End of Course Survey** – An End of Survey has been included to provide suggestive improvement for future online courses.

**Final Exam Schedule**

If a final exam for this class is given, it will be scheduled according to the Registrar’s academic calendar website.

**List of Simulation Projects:**

**Simulations Projects:**

1. Connecticut Valley School Budget Dispute
2. Joe Tech Job Offer
3. Island Cruise
4. City of Tamarack
5. Ridgecrest School Dispute

**Negotiation Simulation Involvement:**

1. Connecticut Valley School Budget Dispute (Goal Setting)
2. Joe Tech Job Offer (Categorization)
3. Island Cruise (Integrative/Distributive Negotiation)
4. City of Tamarack (Integrative/Distributive Negotiation)
5. Ridgecrest School Dispute (Team Integrative/Distribution Negotiation)

**Negotiation Simulation Projects’ Grading Criteria:**

1. Connecticut Valley School Budget Dispute -
For this simulation project, each student will submit a one page succinct summary write-up of how they would recommend use of the capital budget funds for the next year and why. (Funds not used cannot be carried over to the next year) Grading will be based on the Connecticut Valley School Grading Evaluation Criteria form that follows.

**Connecticut School Valley Grading Evaluation Criteria Form**

<table>
<thead>
<tr>
<th>(Score: 1=poor, 5=excellent)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explanation of Purpose</td>
<td>10</td>
</tr>
<tr>
<td>2. Clearly Stated Negotiation Goals</td>
<td>10</td>
</tr>
<tr>
<td>3. Analysis of the Negotiation Process</td>
<td>5</td>
</tr>
<tr>
<td>4. Clear Logical Structured Write-up</td>
<td>2</td>
</tr>
<tr>
<td>5. Successful Negotiation Outcome</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>37</td>
</tr>
</tbody>
</table>
2. Joe Tech Job Offer –
For this simulation project, each student will submit a one page succinct summary write-up of the priority of items they expect to negotiate, what they are willing to exchange, willing to give up, and what items will need to be bargained in the job benefit package. Grading will be based on the Job Offer Grading Evaluation Criteria form that follows.

**Job Offer Grading Evaluation Criteria Form**

(Score: 1=poor, 5=excellent)

1. Explanation of Purpose ___10___
2. Clearly Stated Negotiation Goals ___10___
3. Analysis of the Negotiation Process ___5___
4. Clear Logical Structured Write-up ___2___
5. Successful Negotiation Outcome ___10___

Total: ___37___

3. Island Cruise -
4. City of Tamarack -
For these two simulation projects, students will negotiate with another student. Within the weekly module is an instruction file that explains the pairings and position sides for the assignment. Each student will represent a position and will negotiate the best possible agreement. Each student will first fill out the Preparation Agreement Template and will submit it the week before the negotiation sessions occur according to the course calendar. The next week students will negotiate their best agreement and will submit the Log Sheet of the negotiated results and process. (The Preparation Template and Log sheet are attached to each simulation project drop box folder.) Grading will be based on the following Island Cruise and City of Tamarack Grading Evaluation Criteria form that follows.

**Island Cruise Grading Evaluation Criteria Form**

**City of Tamarack Grading Evaluation Criteria Form**

(Score: 1=poor, 5=excellent)

1. Use of Agreement Template and Log Sheet ___1___
2. Properly established aspiration ___4___
3. Properly established target ___4___
4. Properly established reservation ___4___
5. Properly established walkaway ___4___
6. Properly established BATNA ___4___
7. Properly established strategy ___3___
8. Properly developed opening statement ___3___
9. Outcome ___5___
10. Overall write-up ___5___

Total: ___37___

5. Ridgecrest School Dispute -
For this simulation project, teams of 3 or more (depending on class size) will be randomly assigned for this simulation project. Within the weekly module is an instruction file that explains the team pairings and position sides for the assignment. Each team will designate a lead negotiator, secondary negotiator, and a recorder. These designated positions made
be rotated among team members during the negotiation process. For this simulation project, **each team** will represent a position and will negotiate the best possible agreement with an assigned team of the other position. **Each team** will first fill out a Preparation Agreement Template and will submit it the week before the negotiation sessions occur according to the course calendar. The next week teams will negotiate their best agreement and will submit the Log Sheet of the negotiated results and process. (The Preparation Agreement Template and Log Sheet are attached to the simulation project drop box folder. Grading will be based on the following Ridgecrest School Dispute Grading Evaluation Criteria form that follows.

**Ridgecrest School Dispute Grading Evaluation Form**

(Score: 1=poor, 5=excellent)

1. Use of Agreement Template and Log Sheet _____1____
2. Properly established aspiration ______4____
3. Properly established target ______4____
4. Properly established reservation ______4____
5. Properly established walkaway ______4____
6. Properly established BATNA ______4____
7. Properly established strategy ______3____
8. Properly developed opening statement ______3____
9. Outcome ______5____
10. Overall write-up ______5____

**Total: 37**

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**Course/Class Policies**

**Technology Requirements:**
The technology requirements for taking this course can be found on the [website](http://www.memphis.edu/uofmonline/Orientation/techrequirements.php) under the menu Online Student Orientation Resources. If you have any technology questions, please use the University Help Desk (Ask Tom) at (901-678-8888) or [https://asktom.memphis.edu](https://asktom.memphis.edu) as the instructor is NOT a Technology area instructor. Besides the technology requirements, this website contains helpful information about taking online courses and studying.

**Browser Preparation:**
The link for browser preparation can be found at: [https://elearn.memphis.edu/d2l/systemCheck](https://elearn.memphis.edu/d2l/systemCheck). Please turn off your pop-up blocker software or set it to allow for [https://elearn.memphis.edu](https://elearn.memphis.edu). Add [https://elearn.memphis.edu](https://elearn.memphis.edu) to trusted sites in your browser security settings.

**E-courseware:**
E-courseware will be used for teaching this course. Within eCourseware you will see the course number and section. Within the eCourseware “course page” is the: **Content** section where you will find:
Chapter Learning Objectives for each chapter
Chapter Power Point slides with and without sound for each chapter
1.) You might have to wait several seconds (30 to 40 seconds) for the file to open and start playing with sound.
2.) The first slide of the power points presentation might not fully open in the full window and you will have to scroll down to see the complete slide.

Chapter Study Guides for each chapter.
Weekly Quizzes  (links have been provided to all quizzes)
Bonus Quizzes  (links have been provided to all quizzes)
Exam Quizzes  (links have been provided to all quizzes)
Discussion Forms (links have been provided to all discussion forums)

Quizzes section where you will find:
Chapter Multi Choice (M/C) Quizzes
Chapter Bonus Quizzes
Exam Quizzes

Drop Box section for submitting simulation project work.

Grade section will be used for recording scores.

Discussion section where you will find:
Student Introduction Discussion Forum for student introductions:
(When composing your introduction to the class, please enter your name as the subject.)
Student to Student Discussion Forum
Student to Instructor Discussion Forum (for questions)
Simulation Project Discussion Forum, if needed.

Scheduling:
Within eCourseware a weekly module schedule of assignments will be under the Table of Content.

E-Mail:
All course email should be conducted within eCourseware and only the university e-mail addresses should be used for PERSONAL correspondence.

Attendance:
Your submitted student introduction under the discussion menu will be considered as your attendance in this course for reporting Students not Attending. The number of log in’s or time spent logged into the course is not used in computing grades.

Reporting Illness or Absence:
Since attendance is not taken, there is not any need to report illness or absence.

Participation:
It is essential that the course material is read with preparation completed to participate in active discussion of the topic and to participate in group projects. It is not fair to other students to wait until the project is due to make contact to negotiate the assignment.

Classroom or Online Behavior:
The course consists of individual modules of assignments. Each week (except the Introduction & Orientation) will begin at 12:05 am central standard time Thursday and will end at 11:55 pm central standard time the following Wednesday. All assignments must be submitted anytime within the week due. NO LATE ASSIGNMENT will be allowed. NO EXCEPTIONS

Grading:
The plus/minus system will NOT be used and grades cannot be given by the phone, email, or text messaging. Please use the grade tab in eCourseware to review your scores.

Exam Coverage:
All exam test material might not be covered in the course power point slides.

Quizzes/Exams:
All quizzes, tests, and exams are referred in eCourseware as quizzes and MUST be taken during the week that they are assigned and cannot be taken early or late. NO EXCEPTIONS. Please note that the instructor can require any student(s) to take any quiz or exam at a facility location proctored by designated personnel.

Submitting Work for Grading:
All assignments must be completed anytime during the week that it is assigned, including all quizzes. Since the work can be submitted anytime during that week, there is not any need for makeup.

Makeup:
There will not be any makeup given as all assignments must be submitted within the week due or NO MAKEUP.

Late Assignments:
The last opportunity to submit material for grading is the end of that weekly period that the assignment is due or NO LATE ASSIGNMENTS.

Special or Extra Credit:
There will not be any special or extra assignments given to any student to improve their grade unless given to the entire class.

Academic Integrity:
All students are expected to abide by the code of student conduct and disciplinary procedures of the University of Memphis Classroom Misconduct and Academic Misconduct Sections in the Student Handbook, the FCBE Standard for Academic Integrity (http://www.memphis.edu/fcbe/students/integrity.php) and follow the behavioral guidelines of the Fogelman Code of Professionalism for Students. (Please 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.)

Grade Questions:
If you would like to ask any question about any of your grading, please check during the semester and before final exam week.
Adding/Dropping:
If necessary to add/drop this course, please refer to the university registrar for dates and information.

Inclement Weather:
Only official university closings (for example, inclement weather) will deadline extensions be extended.

Syllabus Changes:
The instructor reserves the right to change the course syllabus as circumstances may require and any changes will be sent by eCourseware email. All students are responsible for obtaining this information. If necessary to email the class, your University email account address will be used.

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

Schedule of Activities

Course Outline & Calendar for Negotiation Skills (MKTG 4470M50)

<table>
<thead>
<tr>
<th>CALENDAR:</th>
<th>Assignments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Day Orientation</td>
<td>Introduction &amp; Orientation</td>
</tr>
<tr>
<td>Jan 19 thru Jan 20</td>
<td>Syllabus</td>
</tr>
<tr>
<td></td>
<td>Start Here</td>
</tr>
<tr>
<td></td>
<td>How to Download the eTextbook</td>
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<tr>
<td></td>
<td>Course Calendar: What to Do &amp; When</td>
</tr>
<tr>
<td></td>
<td>Student Introduction</td>
</tr>
</tbody>
</table>

First of Week (Thursday)   End of Week (Wednesday)

1. Jan 21                Jan 27
   Chapter 1
   Chapter 1 Quiz
   Chapter 1 Bonus Quiz

2. Jan 28                Feb 3
   Chapter 2
   Chapter 2 Quiz
<table>
<thead>
<tr>
<th>Date</th>
<th>Duration</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Feb 4</td>
<td>Feb 10</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 3 Quiz</td>
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<td></td>
<td></td>
<td>Chapter 3 Bonus Quiz</td>
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<tr>
<td>4. Feb 11</td>
<td>Feb 17</td>
<td>Chapter 4</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 4 Quiz</td>
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<td></td>
<td></td>
<td>Chapter 4 Bonus Quiz</td>
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<tr>
<td></td>
<td></td>
<td>Connecticut Simulation Project Due</td>
</tr>
<tr>
<td>5. Feb 18</td>
<td>Feb 24</td>
<td><strong>Exam One</strong></td>
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<tr>
<td>6. Feb 25</td>
<td>Mar 2</td>
<td>Chapter 5</td>
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<td></td>
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<td>Chapter 5 Quiz</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 5 Bonus Quiz</td>
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<td></td>
<td></td>
<td>Job Offer Simulation Project Due</td>
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<td>7. Mar 3</td>
<td>Mar 16</td>
<td>Chapter 6 &amp; 7</td>
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<tr>
<td></td>
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<td>Chapter 6 &amp; 7 Quiz</td>
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<td></td>
<td></td>
<td>Chapter 6 &amp; 7 Bonus Quiz</td>
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<td><strong>Spring Break Mar 7 – Mar 13</strong></td>
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<td>8. Mar 17</td>
<td>Mar 23</td>
<td>Chapter 8</td>
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<td></td>
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<td>Chapter 8 Quiz</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 8 Bonus Quiz</td>
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<tr>
<td></td>
<td></td>
<td>Island Cruise Agreement Template Due</td>
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<td>9. Mar 24</td>
<td>Mar 30</td>
<td><strong>Exam Two</strong></td>
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<tr>
<td></td>
<td></td>
<td>Island Cruise Simulation Project Due</td>
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<tr>
<td>10. Mar 31</td>
<td>Apr 6</td>
<td>Chapter 9</td>
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<td>Chapter 9 Quiz</td>
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<td>Chapter 9 Bonus Quiz</td>
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<td></td>
<td></td>
<td>City Tamarack Agreement Template Due</td>
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<tr>
<td>11. Apr 7</td>
<td>Apr 13</td>
<td>Chapter 10</td>
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<td>Chapter 10 Quiz</td>
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<td>Chapter 10 Bonus Quiz</td>
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<td></td>
<td></td>
<td>City Tamarack Simulation Project Due</td>
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<tr>
<td>12. Apr 14</td>
<td>Apr 20</td>
<td>Chapter 11</td>
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<td></td>
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<td>Chapter 11 Quiz</td>
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<td></td>
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<td>Chapter 11 Bonus Quiz</td>
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<tr>
<td></td>
<td></td>
<td>Ridgecrest Agreement Template Due</td>
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<tr>
<td>13. Apr 21</td>
<td>Apr 27</td>
<td>Chapter 12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 12 Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 12 Bonus Quiz</td>
</tr>
</tbody>
</table>
Ridgecrest Simulation Project Due

14. Apr 28     May 4

**Exam Three**
**University Study Day Apr 28**

OPTIONAL: End of Course Survey