

# **DO YOU WANT TO LEARN HOW TO NEGOTIATE???**

## **COM 425 MWF: 11:00-11:50 (Bruce McKinney)**

COM 425: Negotiation. The purpose of this course is to give you a basic understanding of the process of negotiation. You will learn all the basics of negotiation (preparing to negotiate, negotiating strategies, distributive vs. integrative negotiation, closing deals, dealing with difficult negotiators, etc.). You will also learn some of the theoretical aspects of negotiation. The class will be a mix of lectures, discussion, role-plays, and mini-case studies. The objectives for the class are:

- Understand the basic principles of negotiation
- Learn the differences between distributive and integrative negotiation
- Evaluate and explain basic negotiation theories
- Discover how to prepare for a negotiation
- Understand and apply basic negotiation skills
- Learn how to close a negotiation
- Understand the ethical issues inherent in all negotiations
- Be able to prepare for negotiation with different cultures

When you graduate you will have to negotiate for a salary, house, cars, insurance, etc. Do you really want to walk into a negotiation with no negotiation experience? It could cost you thousands of dollars! Keep that from happening by taking COM 425 this spring!