**CSK 3112 COMMUNICATION AND NEGOTIATION**

This course examines the intricacies of negotiation. Students learn how to plan negotiations and become familiar with best practices in managing negotiations and getting past impasses and deadlocks. Communication skills building are explored to enable students communicate directly. Students learn the consequences of poor communication and how to avoid it through open communication and fixing communication breakdowns that may heavily impact on negotiation.

***Content:***

UNIT ONE: Introduction, Definition of Negotiation, Understanding the negotiation process, The nature of negotiations, Types of negotiations.

UNIT TWO: Stages of Negotiation in Public Relations Exchanging initial views, Fear & mistrust in negotiation, Searching for common ground, Exploring possible compromises, Securing an agreement during negotiation, Implementing the negotiated agreement

UNIT THREE: Negotiation & Bargaining Strategies Planning a negotiation (situation analysis), Guidelines for conducting negotiations, Key negotiation tactical principles, Key negotiation techniques, Influence and persuasion in negotiations

UNIT FOUR: Preparing for Negotiation Define objectives and targets, Identify key areas to address, Determine specific deal priorities, Develop the negotiation strategy, Get internal support (ensure your team knows the strategy)

UNIT FIVE: The PR Negotiation Environment (Meeting) Analyzing the mood & environment, Understanding the people involved, positions and interest , Reading between the lines, Common mistakes to avoid, Reacting to other peoples views, Producing the real clout, Making claims & setting conditions, Probing and questioning, Handling resistance (handling tough negotiators), Concessions & compromise

UNIT SIX: Requisite Skills for Negotiators Qualities of successful negotiators, Persuasive skills required of the negotiators, Behaviours of successful negotiators

UNIT SEVEN: Post Negotiation Analysis (Review & Evaluation)Evaluating your negotiation performance, Stability of negotiation outcomes, Implementation of the agreement, Reporting upwards, Case studies for analysis & discussion in class

**Learning Outcomes:**

By the end of the course students should be able to:

1. Understand the role of communication in negotiation
2. Determine and use communication tools in negotiation

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

***References :***

Volkema. R. (1999) The Negotiation Tool Kit. New York. AMACON

Fowler. A (1998)Negotiating, Persuading & Influencing. Institute of Personnel & Development.

Hiltrop. J and Udall. S. (1995) The Essence Of Negotiation. London. Prentice.

Forsyth. P. (2002) Successful Negotiating. London. How to Books Ltd.

Acuff. F. (1997) Negotiate anything, with anyone, anywhere. New York AMACON

Brett. J. (2001) Negotiating Globally. San Francisco. Jussey – Bass.