

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**ЗАТВЕРДЖЕНО**  
на засіданні кафедри  
маркетингу  
Протокол № 1 від 30.08.2023 р.

**ПОГОДЖЕНО**  
Проректор з навчально-методичної роботи

  
Каріна НЕМАШКАЛО

**ВЕДЕННЯ ДІЛОВИХ ПЕРЕГОВОРІВ У МАРКЕТИНГУ**  
робоча програма навчальної дисципліни (РНДП)

Галузь знань **07 Управління та адміністрування**  
Спеціальність **075 Маркетинг**  
Освітній рівень **другий (магістерський) рівень**  
Освітня програма **Маркетинг**

Статус дисципліни **обов'язкова**  
Мова викладання, навчання та оцінювання **англійська**

Розробник   
д.с.н., проф. \_\_\_\_\_ Надія ЛИСИЦЯ

Завідувач кафедри   
маркетингу \_\_\_\_\_ Людмила ГРИНЕВИЧ

Гарант програми   
\_\_\_\_\_ Марина УС

Харків  
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**APPROVED**

at the meeting of the Department  
Marketing  
Protocol No. 1 30.08.2023

**AGREED**

Vice-rector for educational and methodical work



Karina NEMASHKALO

**CONDUCTING BUSINESS NEGOTIATIONS IN MARKETING**

**work syllabus of academic discipline (WSAD)**

Branch of knowledge	<b>07 Management and administration</b>
Specialty	<b>075 Marketing</b>
Educational level	<b>Second (master's) level</b>
Educational program	<b>Marketing</b>

Discipline status	<b>Mandatory</b>
Language of teaching, learning and assessment	<b>English</b>

Developer  
DSc ( Sociology), prof.  Nadiia LYSYTSIA

Head of the Department  
marketing  Lyudmila HRYNEVYCH

Guarantor of the program  Maryna US

Kharkiv  
2023

## INTRODUCTION

Marketing activities are aimed at meeting needs through exchange. In order to ensure the process of meeting needs, it is necessary to use all possible types of collecting information about consumers. Information about consumers becomes an incentive for the organization of marketing activities and the choice of appropriate forms of communication with the consumer, partner, competitor. The most profitable and less costly form of communication is business negotiations, when there is an opportunity to make the right decision within the interests of the negotiators and adequately, rationally use dependence on the opponent. Thus, a rational model of behavior of each of the parties during the negotiations creates the prerequisites for successful marketing activities.

**The purpose of the discipline is** to form masters' competencies in conducting business negotiations and making decisions in unforeseen situations, adapting to changes in the process of marketing activities.

The tasks of the academic discipline are:

- 1) mastering the basic rules of business negotiations to obtain successful results;
- 2) adopting successful marketing decisions as a result of negotiations and ensuring interaction with partners.

The object of the discipline is the process of marketing activities of the enterprise.

The subject of the discipline are strategies and tactics, methods of negotiations in the marketing activities of the enterprise.

Learning outcomes and competencies that form the discipline.

<b>Learning outcomes</b>	<b>Competencies that a higher education applicant must master</b>
PLO 2	GC 2
PLO 5	SC2
PLO 8	GC 2, GC 5, SC 4
PLO 12	GC 8
PLO 13	GC 1
PLO 14	GC 4, GC 5
PLO 16	GC 7

where, GC 1. The ability to make an informed decision.

GC 2. Ability to generate new ideas (creativity).

GC 4. Ability to adapt and act in a new situation.

GC 5. Interpersonal skills.

GC 7. Ability to show initiative and entrepreneurship

GC 8. Ability to develop and manage projects.

SC 2. Ability to correctly interpret the results of the latest theoretical research in the field of marketing and practice of their application.

SC 4. Ability to apply a creative approach to work in the specialty

PLO 2. Be able to adapt and apply new advances in marketing theory and practice to achieve specific goals and solve the problems of a market entity.

PLO 5. Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.

PLO 8. Use methods of interpersonal communication in the course of solving collective problems, negotiating, scientific discussions in the field of marketing.

PLO 12. Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programs.

PLO 13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators for its evaluation.

PLO 14. To form a marketing system of interaction, to build long-term mutually beneficial relationships with other market entities.

PLO 16. Be able to apply modern marketing technologies and tools for making marketing decisions and acquired creative skills for the implementation of innovative projects of business entities in modern conditions of economic development.

## **PROGRAM OF THE ACADEMIC DISCIPLINE**

### **Contents of the academic discipline**

#### **Content module 1. Features of negotiations in marketing.**

##### **Topic 1. General characteristics of the negotiation process**

###### **1.1. The concept, types and features of business communication.**

Features of business communication. Types of business communication. Stages. Negotiations.

###### **1 2. The concept of negotiation.**

Definition of negotiations. Levels of argumentation during negotiations. Ten criteria for evaluating the effectiveness of negotiations.

###### **1. 3. Negotiation structure.**

The main stages of negotiations. Tasks of negotiations at each stage. Analysis of negotiations as an incentive for further improvement.

##### **Topic 2. Negotiation strategy and tactics.**

###### **2.1. Strategic approaches to negotiation.**

Soft approach. Hard approach. Principled approach.

###### **2.2 Negotiation tactics**

Definition of negotiation tactics. Features of each negotiation tactic. Rhetorical methods

### **2.3. Ways of social impact on partners.**

The tactics of the fait accompli. Deception tactics. False refusal tactics.

### **Topic 3. Analysis of the nature of a business partner**

#### **3.1 Rules of success in negotiations**

Analysis of the nature of the partner. Incentives for a positive vision of negotiation. Features and significance of the environment during the negotiations.

#### **3.2. Types of participants in the negotiation process.**

Friendly type (Amiable). Rider (Driver). Analyst (Analytical). Universal (Blend).

#### **3.3. The nature of the interlocutor.**

Positive person. The voice of experience. Monopolist. Critic. An important bird.

### **Topic 4. Negotiation process**

#### **4. 1. Techniques to attract the attention of a partner**

A method of stimulating the game/imagination. The method of "zach andpki". The method of stress relief.

#### **4.2. The art of asking questions**

Open for questions. Closed for questions. Probing for questions. Checking questions.

#### **4.3. The concept and purpose of the caucus.**

Definition of caucus. Rules for the caucus. Caucus functions.

## **Content module 2. The practice of organizing successful negotiations**

### **Topic 5. Answers to questions and objections**

#### **5.1. Answers to questions**

Techniques for avoiding the answer. Objections and their causes. Tactical thinking.

#### **5.2. General rules for handling objections.**

Never argue with your partner. Never interrupt your partner. Never take your partner's objections as a manifestation of his personal qualities.

#### **5.3. Algorithm for processing objections.**

The first step is to listen. The second step is to find out if you understood correctly what you heard from your partner (provide feedback). The third step is to find out what your partner means. The fourth step is to respond to objections. The fifth step is to get your partner's confirmation. Sixth step. When confirmation is RECEIVED - switch to another topic.

### **Topic 6. Psychological impact in the negotiation process**

#### **6.1. Fundamentals of psychology of managerial influences.**

Open psychological interaction. Psychological protection. Properties of psychological defense.

#### **6.2. Goals and types of psychological impact in negotiation management**

Objectives of psychological impact. Types of psychological impact. Management depending on the means of influence.

### **6.3. Barbaric psychological impact.**

Types of influence on the basis of conformity, or inconsistency of the process of psychological influence with the rules of etiquette and moral standards. Civilized influence. Manipulation. Barbaric influence.

### **Topic 7. Manipulations in negotiations and opposition to them.**

#### **7.1. Manipulation as a means of hidden influence.**

Resistance to someone else's influence. Psychological attack. Distinctive features of manipulation.

#### **7.2. Civilized psychological impact.**

The rule of mutual exchange. Psychological game. The principle of contrast perception.

#### **7.3. Controversial types of influence and counteraction to them**

"The trick of the last demand." Reception of "hanging carrots". The principle of scarcity.

### **Topic 8. Completion of negotiations and effective marketing management.**

#### **8.1. Objectives of the final phase of negotiations.**

Achievement of primary or alternative goals. Providing a favorable atmosphere at the end of the conversation. Stimulating the interlocutor to perform the planned actions. Support, if necessary, of contacts with interlocutors and their colleagues;

#### **8.2. Ways to speed up decision-making in the negotiation process.**

Indirect acceleration methods. Step-by-step solutions. Alternative solutions.

#### **8.3. Tips for long-term success.**

Typical mistakes in negotiations. Rules for successful negotiations. Ways to build trust during negotiations.

The list of practical classes, as well as questions and tasks for the discipline is shown in Table 2.

### **List of practical (seminar) and / or laboratory classes / tasks**

Table 2

Topic and/or task name	Content
Topic 1. Task 1.	Describe the two companies involved in the negotiations. What is the field of activity, how many years the company is working in this industry? Who are the competitors?
Topic 2. Task 2.	What negotiation strategy did you choose and why?
Topic 3. Task 3.	Suggest the types and characters of the General director, Financial director, specialist of each company
Topic 4. Task 4.	Offer a technique to attract the attention of a partner in negotiations. Argue the choice of admission.

Topic 5. Task 5.	What type of question will be decisive in the negotiations
Topic 6. Task 6.	«The desire to prove oneself." The essence of this objection and the conditions when it can be used.
Topic 7. Task 7.	Suggest types of civilized influence.
Topic 8. Task 8.	What are the rules for effective negotiations process?

The list of independent work on the discipline is given in Table. 3

Table 3

### List of independent work

Topic and/or task name	Content
Topic 1 - 8	Study of lecture material and regulatory framework of Ukraine
Topic 1 - 8	Preparation for practical classes
Topic 1 - 6	Performing individual teaching and research tasks
Topic 7	Essay writing
Topic 1 - 8	Preparation for the test

The number of hours of lectures, practical (seminar) and / or laboratory classes and hours of independent work is given in the work plan (technological map) for the discipline.

## TEACHING METHODS

In the process of teaching the discipline to obtain certain learning outcomes, intensify the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 2, 4, 7), problem lecture (Topic 3, 5, 8), lecture-provocation (Topic 6)).

Visual (demonstration (Topic 1-8)).

Practical (Topic 1 – 8), Essay (Topic 7), Case Method (Topic8)

## FORMS AND METHODS OF EVALUATION

The University uses a 100-point cumulative system for assessing the learning outcomes of higher education students.

**Current control** is carried out during lectures, practical, laboratory and seminars and aims to check the level of preparedness of the applicant for a specific job and is estimated by the sum of points scored:

Current control: individual educational and research tasks (80 points), written control paper (10 points), presentation (10 points).

**The final control** includes semester control and certification of the applicant for

higher education.

**Semester control** is conducted in the form of a semester differentiated credit.

The final grade for the discipline is determined by summing up all points obtained during the current control.

Semester differentiated credit is a form of final control, which consists in assessing the acquired competencies and learning outcomes in a certain educational component solely on the basis of accumulated points in accordance with the evaluation criteria.

Semester differentiated credit in the academic discipline, as a rule, is set at the last practical lesson.

Semester credit is a form of final control, which consists in assessing the assimilation of educational material by a higher education applicant solely on the basis of the results of his performance of certain types of work in practical classes.

More detailed information on the assessment system is given in the work plan (technological map) for the discipline.

## RECOMMENDED LITERATURE

### Main

1. Cialdini R.B. Influence, new and expanded: the psychology of persuasion. City /Country. New York. 2021. – 592 p.

2. Malhotra D. Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle) / D. Malhotra. - Berrett-Koehler Publishers, 2018. – 224 p.

3. Sedalo, G., Boateng, H., & Kosiba, J.P.. Exploring social media affordance in relationship marketing practices in SMEs. *Digital Business*, 2, 2022 article number 100017. doi: 10.1016/j.digbus.2021.100017

4. Weiss J.N. The Book of Real-World Negotiations: Successful Strategies From Business Government and Daily Life / J.N. Weiss. – New Jersey: John Wiley and Sons, 2020. – 304 p.

### Additional

5. Восс К., Рез Т. Ніколи не йдіть на компроміс. Техніка ефективних переговорів. – Київ.: Наш формат. – 2019. – 263 с.

6. Brunson R. Traffic secrets | R. Brunson, 2020. – 347 p. <https://www.markinblog.com/traffic-secrets-book/>

7. Digital 2022: Global overview report. The essential guide to the world's connected behaviors. (n.d.). Retrieved from <https://www.hootsuite.com/resources/digital-trends>

8. Kotler F. Fundamentals of Marketing / F. Kotler, G. Armstrong. - 5th ed. – К. : Dialectics, 2020. – 880 p.

9. Lysytsia N. M. Tools for ensuring creativity of advertising content / N. M. Lysytsia, Y. V. Byelikova // Трансформація соціальних інститутів в інформаційному суспільстві: IV Конгрес Соціологічної асоціації України. Харків



28-29 жовтня 2021 р. : тези допов. – Харків, 2021. – С. 275-276.  
<http://repository.hneu.edu.ua/handle/123456789/26472>

10. Lysytsia N. Marketing and education: directions of distance learning development / Lysytsia N., Byelikova Y., Martynenko M., Prytychenko T. // *Economics of Development*. – 2021. – v. 20, issue 1, P. 1–10, DOI: 10.21511/ed.20(1).2021.01  
Access mode: <http://repository.hneu.edu.ua/handle/123456789/26099>

11. Sebenius K. James, Cook Ben, Lax David, Fortgang Ron, Silberberg Isaak, Levi Paul. *A Playbook for Negotiators in the Social Media Era*, April 16, 2021, Harvard Business Review  
<https://hbr.org/2021/04/a-playbook-for-negotiators-in-the-social-media-era>

### **Information resources**

12. Нормативні акти України. – Режим доступу : <http://www.nau.kiev.ua>

13. *Business Communication and Report Writing. Handbook* URL:  
[https://www.fasset.org.za/downloads/Business\\_Communication\\_and\\_Report\\_Writing\\_Handbook.pdf](https://www.fasset.org.za/downloads/Business_Communication_and_Report_Writing_Handbook.pdf)