

## Module Handbook

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# Course WIW-MKT-VHM-K-7

Negotiation Management (2V+2U, 6.0 LP)

## Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
-	K	Lecture with exercise classes (V/U)	6.0 CP		
2	V	Lecture		30 h	60 h
2	U	Lecture hall exercise class		30 h	60 h
<b>(2V+2U)</b>			<b>6.0 CP</b>	<b>60 h</b>	<b>120 h</b>

## Basedata

SWS	2V+2U
CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Roth, Stefan, Prof. Dr. (PROF   DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

### Notice

The exercise class is organized in small groups with around 5 students. The number of groups depends on the total number of students.

## Contents

Lecture Negotiation Marketing:

- Negotiation research
- Negotiation analysis and organisation
- Negotiation preparation
- Conduct of negotiations and negotiation controlling

Exercise Negotiation Management:

- Preparation of live negotiations
- Analysis and organisation of live negotiations
- Conduct of live negotiations
- Case study preparation and presentation

## Literature

- Voeth, M./Herbst, U. (2009): Verhandlungsmanagement – Planung, Steuerung und Analyse, Stuttgart.
- Thompson, L.L. (2005): The Mind and the Heart of the Negotiator, Upper Sadle River, Pearson.

## Materials

Skript on OLAT

## Requirements for attendance (informal)

None

## Requirements for attendance (formal)

None

## References to Course [WIW-MKT-VHM-K-7]

Module	Name	Context	
[WIW-MKT-VHM-M-7]	Negotiation Management	P: Obligatory	2V+2U, 6.0 LP