

# Mktg 455: Negotiations for Strong Relationships

## [Marketing, Analytics & Prof Sales](#)

An overview of the essential skills and knowledge required for successful negotiation in sales and marketing relationships. This course integrates experiential and intellectual components of negotiation to help students resolve conflict, bargain, and handle different perspectives. Students will develop a systematic and persuasive approach to negotiating with colleagues, supervisors, clients, and other important external stakeholders. Ultimately, students will leave this course equipped with skills that help predict, interpret, and shape the behaviors of important stakeholders in competitive situations.

3 Credits

### Prerequisites

- Prerequisite: Mktg 354 (C minimum) or Mktg 351 (C minimum)

### Instruction Type(s)

- Lecture: Lecture for Mktg 455

### Subject Areas

- [Marketing/Marketing Management, General](#)

### Related Areas

- [International Marketing](#)
- [Marketing Research](#)

