
267102 Master Seminar Negotiation Skills – Focus: Negotiations with the press (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 2.00 ECTS credits, Spring

Saturday, March 11, 09:15-17:00

Friday, March 31, 09:15-17:00

Saturday, April 1, 09:15-17:00

(Rooms to be announced in KUSSS)

Lecturer

Dr. Stephan Klinger

Course structure

Right from the early days of mankind people had to negotiate with each other – in verbal or non-verbal ways, using brute force or gentle bargaining tactics. Whereas in ancient Greece Socrates was regarded as a brilliant rhetoric and the inventor of the dialectic method of inquiry (also referred to as the Socratic Method), modern managers rely on the toolkit and system of the Harvard Negotiation Project (“Getting to a Yes!”) or make use of communication techniques like Neuro-linguistic programming (NLP – a mixture of communication and psychotherapy developed in the 1970s) to succeed in negotiations. Whatever instrument, toolkit, strategy or tactics individual negotiators rely to is highly shaped by their individual preferences and the negotiation situation.

There are no universal rules on how to negotiate! So in class you will get to know and explore the different approaches and perspectives with the aim to equip you with the relevant skills to understand any negotiation as a challenging but enjoyable experience.

This semester we will focus on how to negotiate with the press. Companies strive to their messages with journalists of all papers (tabloids, press agencies, weeklies ,...). Alexander Jedlicka, an experienced media communication manager and spokesperson from a publicly listed insurance group in Austria will co-teach this course.

Course objectives

This Master Seminar is designed to develop in participants a greater understanding of negotiation theory and practice. Students are going to improve their negotiation skills (like essential questioning and listening skills) as well as their framework of preparation for negotiations.

To achieve this, we are going to cover a broad range of

- negotiation issues (purchasing a car, salary negotiations, discussing the next holiday with your partner, international incidents,...),
- strategies (distributive and competitive bargaining),
- types of negotiators (psychological factors, emotions, verbal and nonverbal factors – like body language,...),
- construction of realities, and
- situations (1-1 negotiations, team negotiation, multi-party-negotiation,...).
- press related issues of negotiation (how to place the desired messages with the press, “tricks” of journalists,...)

Teaching methods

Negotiation is best learned experientially and by reflecting on what you are doing. Therefore the Master course will have a strong practical approach. The participants will use English at all times and reflect on their attitudes and expectations regarding the bargaining process.

Grading

To be announced.

Required reading

Fisher, Ury (2011); Getting to Yes, Penguin

Lewicki, Barry, Saunders (2010); Essentials of Negotiation, McGraw-Hill

Plato; Apology