

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
маркетингу
Протокол № 1 від 01.09.2025 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



ВЕДЕННЯ ДІЛОВИХ ПЕРЕГОВОРІВ В МАРКЕТИНГУ
робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

D "Бізнес, адміністрування та право"
D5 "Маркетинг"
другий (магістерський) рівень
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

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

APPROVED

at the meeting of the department
of marketing
Protocol № 1 of 01.09.2025

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO



CONDUCTING BUSINESS NEGOTIATIONS IN MARKETING

Program of the course

Field of knowledge
Specialty
Study cycle
Study program

**D "Business, administration and law"
D5 Marketing
Second (master's) level
Marketing**

Course status
Language

**Mandatory
English**

Developer
DSc (Sociology), prof.

_____ Nadiia LYSYTSIA

Head of the Department of
Marketing

_____ Ludmyla GRYNEVYCH

Head of study program

_____ Maryna US

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 course 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 objectives of the course are:

mastering the basic rules of business negotiations to obtain successful results;

adopting successful marketing decisions as a result of negotiations and ensuring interaction with partners.

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

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

Learning outcomes and competencies formed by the course.

Learning outcomes	Competencies that a higher education applicant must master
LO 2	GC 2
LO 5	SC2
LO 8	GC 5, SC 4
LO 12	GC 8
LO 13	GC 1
LO 14	GC 4, GC 5
LO 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

LO 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.

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

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

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

LO 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.

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

LO 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.

COURSE 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. Negotiations as a universal method of conflict resolution

2.1. Negotiations: typology and main features

Advantages of negotiations. Conditions for negotiations.

2.2 Main features of negotiations.

Grounds for classification of negotiations. Types of negotiations. Negotiations in marketing business relations.

2.3. Functions of negotiations.

Common solution of the problem. Information function. Communicative function. Propagandistic function. Camouflage function.

Topic 3. Negotiation strategic approaches.

3.1 Strategic approaches to negotiations.

Soft approach. Tough approach. Principled approach.

3.2. System approach in negotiations.

Seven elements of system approach. Levels of argumentation. 10 criteria of assessment of business negotiations.

3.3. Thomas Kilmann conflict model.

Competing. Collaborating. Compromising. Avoiding. Accommodating.

Topic 4. Negotiation tactics.

4.1. Definition of the concept “tactic” Rhetorical methods.

Fundamental method. Method of contradiction. Method of comparison. Method “Yes...but”. The “boomerang” method. Method of “pieces”

4.2. Ways to influence the partner.

The tactic of delaying. The tactic of surprise. The tactic “fait accompli”. The tactic of false rejection. The tactic of limitations.

4.3. Situations in marketing and business.

Tactics in business negotiations situations. Business negotiation tips.

Topic 5. Analysis of the types and characters of business partners.

5.1. Rules for success in negotiations.

Analysis of the business partner. Some points for communication.

5.2. Four types of interlocutors in business negotiations.

Amiable. Driver. Analyst. Blend.

5.3. The characters of interlocutors.

A positive person. “Know-it-all” person. Unapproachable person. “Big shot”.

Topic 6. Negotiations process.

6.1. Various aspects of negotiations.

New vision of business negotiations. Main peculiarities of business negotiations. Key functions of business negotiations.

6.2. Answers to questions.

Recommendations for interaction. Tricks to avoid answering. Objections and causes.

6.3. General rules for handling objections.

Typical situations. Atypical situations in business. High levels of stress and uncertainty.

Module 2. The practice of organizing successful negotiations

Topic 7. Answers to questions and objections.

7.1. Tricks for starting negotiations.

Limitations of negotiation questions. Valuable information first. In case of difficulty...

7.2. Techniques for attracting the partner’s attention.

Resistance against negotiation questions. Overcoming resistance. Three points are important. Lean toward open questions. Combine questions with explanations.

7.3. Types of questions.

Open questions. Probing questions. The art of asking questions. Combine them.

Topic 8. Psychological impact in the negotiation process

8.1. Fundamentals of psychology of managerial influences.

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

8.2. Goals and types of psychological impact in negotiation management

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

8.3. 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 9. Manipulations in negotiations and opposition to them.

9.1. Manipulation as a means of hidden influence.

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

9.2. Civilized psychological impact.

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

9.3. Controversial types of influence and counteraction to them

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

Topic 10. Ten lessons for better business negotiations.

10.1. Negotiation – a second nature.

Know what you want ..what they want.

10.2. Be patient.

Know your cut - and -run point. What hill will you die on.

10.3. Match benefits to their wants.

Seek win-win opportunities. Find workable compromises. Never undercut value.

Topic 11. Tips for successful negotiations.

11.1. Conditions for successful negotiations.

Never negotiate with anyone who is not qualified to negotiate.

11.2. Always have room to give something to the other person.

Know when to walk away and be confident in doing so.

11.3. Know at least 5 things the other person wants that you can offer.

Always treat the other person with respect and dignity.

Topic 12. Completion of negotiations and effective marketing management.

12.1. 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;

12.2. Ways to speed up decision-making in the negotiation process.

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

12.3. Tips for long-term success.

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

The list of practical (seminar) studies of the course is given in Table 2.

Table 2

List of practical (seminar) studies

Topic name and/or task	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 functions of negotiations do you suggest in marketing situations?
Topic 3. Task 3.	What negotiation strategic approaches did you choose and why?

Topic 4. Task 4.	Offer a tactic and rhetorical method for solution of marketing problem.
Topic 5. Task 5.	Suggest the types and characters of the General director, Financial director, specialist of each company
Topic 6. Task 6.	What are the rules for an effective negotiation process? «The desire to prove oneself." The essence of this objection and the conditions when it can be used.
Topic 7. Task 7.	What type of question will be decisive in negotiations?
Topic 8. Task 8.	Suggest types of civilized communication
Topic 9 Task 9	What manipulative tactics are possible in marketing situations?
Topic 10 Task 10	What are the possible lessons for better negotiations?
Topic 11 Task 11	Discuss the tips for successful negotiations.
Topic 12 Task 12	What are the steps for completion business negotiations?

The list of self-study work is given in Table. 3

Table 3

List of self-study work

Topic and or task name	Content
Topic 1 - 12	Study of lecture material and regulatory framework of Ukraine
Topic 1 - 12	Preparation for practical classes
Topic 1 - 12	Performing individual teaching and research tasks
Topic 7	Essay writing
Topic 1 - 8	Preparation for the test.
Topic 9	Choose psychological impact for the partner in marketing.
Topic 10	Use the tips and lessons for better marketing solution.
Topic 11	Suggest the stages of managing the sales in business negotiations.
Topic 12	Name the perspectives of finding the compromise.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course

TEACHING METHODS

In the process of teaching the course in order to obtain certain learning outcomes, activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 2, 4, 7, 10, 11,12), problem lecture (Topic 3, 5, 8, 9), lecture-provocation (Topic 6).

Visual (demonstration) (Topic 1-12)).

Practical (Topic 1 – 12), Essay (Topic 7), Case Method (Topic8)

FORMS AND METHODS OF ASSESSMENT

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 and seminar studies and

is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the sum of points scored:

– for courses with a form of semester control: credit: maximum amount - 100 points; The minimum amount is 60 points.

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

The final grade of the course is determined by summing up the points for the current and final control.

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

The final grade for the course is determined by:

– for courses with a form of semester control, credit – 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 course, 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 provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Kobets, D., Terentieva, N., Shkvyria, N., Lysytsia, N. and Siemak, I. (2024). Digitalization and its Impact on the Development of Contemporary Marketing Strategies. //Economic Affairs, Vol. 69(02), pp. 1021-1040, June 2024 DOI: 10.46852/0424-2513.3.2024.26

<https://ndpublisher.in/admin/issues/EAv69n3z.pdf>

2. Лисиця, Н. М. (2026). Вплив гейміфікації на поведінку споживачів у цифрових маркетингових середовищах. *Актуальні питання економічних наук*, (19). <https://doi.org/10.5281/zenodo.18301139>

3. Лисиця, Н. М. (2025). Реклама та PR як інструменти впливу у маркетингу креативних індустрій. *Herald of Khmelnytskyi National University. Economic sciences*. 2025, № 5, с. 448-452 <https://doi.org/10.31891/2307-5740-2025-346-5-66>
<https://repository.hneu.edu.ua/handle/123456789/37596>

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<https://doi.org/10.37467/revvisual.v9.3578>

6. Лисиця Н. М. Стратегії ведення ділових переговорів в українському бізнес-середовищі / Н. М. Лисиця, О. О. Ястремська, О. Г. Вдовічена // Актуальні питання у сучасній науці. – 2023. – № 9(15). – С. 74-82.

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7. 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:

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

9. Gutiérrez Gutiérrez, M. M. (2022). Social Responsibility and Ethics as Effective Advertising Strategies. *VISUAL REVIEW. International Visual Culture Review Revista Internacional De Cultura Visual*, 10(2), 1–17.

<https://doi.org/10.37467/revvisual.v9.3589>

Additional

10. Byelikova, Yuliya and Lysytsia, Nadiia (2023), ‘The influence of cultural factors on the identification of Ukrainian refugees’, *Transitions: Journal of Transient Migration*, 7:1&2, pp. 71–89, Byelikova Y.& Lysytsia N. (2023), The influence of cultural factors on the reidentification of Ukrainian refugees // *Transitions: Journal of Transient Migration*, 7(1-2), 71-89., https://doi.org/10.1386/tjtm_00052_1

11. Fuentes Santos, P., & Bustos Díaz, J. . (2022). Programmatic Advertising and the changes in the digital industry. *VISUAL REVIEW. International Visual Culture Review Revista Internacional De Cultura Visual*, 10(2), 1–11. <https://doi.org/10.37467/revvisual.v9.4114>

12. Сучасний маркетинг у цифровому просторі [Електронний ресурс] : монографія / Н. М. Лисиця, Г. О. Холодний, М. І. Ус та ін. – Харків : ХНЕУ ім. С. Кузнеця, 2023. – 205 с. <http://repository.hneu.edu.ua/handle/123456789/30598>

13. Olesia Iastremska, Iryna Feshchur, Nadiia Lysytsia, Maryna Martynenko, Oksana Losheniuk. Social Media Marketing as a tool for promoting services and goods on the internet // *Revista Amazonia Investiga*, 12(67), 2023, p. 374-382 DOI: <https://doi.org/10.34069/AI/2023.67.07.32> (WoS)