



## Syllabus Course Program



# ST 4 Communication, negotiations, mediation

**Specialty**

075 Marketing

**Institute**

Educational and Scientific Institute of Economics,  
Management and International Business

**Educational program**

Marketing

**Department**

Marketing (201)

**Level of education**

Master's level

**Course type**

Mandatory, Special (professional) training

**Semester**

1

**Language of instruction**

English

## Lecturers and course developers

**Chernobrovkina Svitlana**

[Svitlana.Chernobrovkina@khpj.edu.ua](mailto:Svitlana.Chernobrovkina@khpj.edu.ua)

PhD, Associate Professor, Associate Professor of the Department of Marketing

Author and co-author of more than 50 scientific and educational and methodological works, including 4 textbooks, 3 monographs on current problems of marketing and economics.

Main disciplines: "Marketing", "Public Relations in business", "Branding", "Advertising and public relations", "World market of goods and services"

[More about the lecturer on the department's website](#)

## General information

### Summary

The discipline explores the intricate realm of effective communication strategies, negotiation techniques, and the art of mediation in various contexts. Students delve into the dynamics of interpersonal and intergroup communication, learning how to foster understanding, collaboration, and conflict resolution. The course equips learners with practical skills essential for successful negotiations, enabling them to navigate complex scenarios, reach mutually beneficial agreements, and overcome obstacles. Furthermore, students study the principles of mediation, honing their ability to mediate disputes and facilitate constructive conversations. Overall, this discipline equips individuals with a comprehensive toolkit for navigating intricate communication landscapes, fostering positive relationships, and resolving conflicts through strategic negotiation and mediation techniques.

### Course objectives and goals

The course aims to provide students with a comprehensive understanding of communication, negotiation, and mediation processes, equipping them with essential theoretical knowledge and practical skills. The objectives include developing effective communication strategies adaptable to diverse contexts, honing

negotiation techniques for successful outcomes, fostering an understanding of mediation principles for conflict resolution, and analyzing real-world scenarios to apply theoretical concepts. The goals are to cultivate confident communicators and negotiators who can navigate complex interactions, collaborate ethically, and contribute positively to personal and professional environments while promoting continuous learning and adaptability to evolving communication dynamics.

### **Format of classes**

Lectures, consultations, self-study. Individual task in the form of an essay. Final control in the form of a credit.

### **Competencies**

GK2. Ability to generate new ideas (creativity).

GK5 Skills of interpersonal interaction.

GK6 Ability to search, process and analyze information from various sources.

SK4. The ability to apply a creative approach by profession.

### **Learning outcomes**

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

R 8. To use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.

### **Student workload**

The total volume of the course is 90 hours (3 ECTS credits): lectures - 16 hours, laboratory classes - 16 hours, self-study - 58 hours.

### **Course prerequisites**

To successfully master the course, you need to have knowledge and practical skills from the following discipline: "Marketing", "Marketing communications", "Advertising business", "Information systems and technologies in marketing".

### **Features of the course, teaching and learning methods, and technologies**

During lectures, presentation materials and video materials are used. Conducting practical classes involves project work, teamwork, case studies. Current control is carried out in the form of tests and written tasks.

## **Program of the course**

### **Topics of the lectures**

#### **Topic 1. Content of the communication process.**

The essence of communications. The process of building a communications process. Communication functions.

#### **Topic 2. Business communication.**

Peculiarities of business communication. Stages of business communication. Types of business communication.

#### **Topic 3. Verbal business communication.**

The essence of verbal communication. Style and language of business communication. Barriers of verbal business communication.

#### **Topic 4. Non-verbal means of business communication.**

The essence of non-verbal communication. Gestures and facial expressions in business communication. Peculiarities of using non-verbal communication during business negotiations

#### **Topic 5. Communication barriers.**

The essence of communication barriers. Types of communication barriers. Ways to overcome communication barriers.

**Topic 6. Conflicts in business communication.**

Causes of conflicts in the business environment. Types of conflicts. Conflict resolution strategies.

**Topic 7. Modern theories of negotiation mediation.**

The essence of mediation. Methods of regulation of negotiations. Ways of overcoming conflicts

**Topic 8. Manipulations in business communications.**

Concepts and types of manipulation. Object and subject of manipulation. Techniques of manipulation destruction.

### **Topics of the workshops**

Topic 1. Communication as a mechanism of interaction between people.

Topic 2. Business conversation: the main functions, the main purpose.

Topic 3. Public speaking. Coding and decoding of information.

Topic 4. Non-verbal communication.

Topic 5. Types of communication barriers.

Topic 6. Methods of overcoming conflicts in the business environment.

Topic 7. Negotiation mediation strategies.

Topic 8. Techniques of manipulation and techniques of their destruction.

### **Topics of the laboratory classes**

#### **Self-study**

The subject of independent work is not only the study of the theoretical material of the discipline "Communication, negotiations, mediation" by students, but also research work on the study of practical aspects of business communication. An individual task involves writing an essay.

### **Course materials and recommended reading**

1. Guffey, M. E., & Loewy, D. (2018). Essentials of Business Communication (11th ed.). Cengage Learning.
2. Bovee, C. L., & Thill, J. V. (2020). Business Communication Essentials (8th ed.). Pearson.
3. Meenakshi, R., & Sangeetha, R. (2019). Business Communication: Strategies and Skills. Oxford University Press.
4. O'Rourke, J. S. (2017). Business Communication: A Problem-Solving Approach (2nd ed.). Flat World Knowledge.
5. Hynes, G. E. (2018). Managerial Communication: Strategies and Applications. Routledge.
6. Murphy, H. A., & Hildebrandt, H. W. (2019). Effective Business Communications (8th ed.). McGraw-Hill Education.
7. Dwyer, J. R., & Hopwood, N. (2018). Business Communication: Building Critical Skills. Cengage Learning.
8. Eunson, B. (2017). Communication in the Workplace: Skills and Strategies. John Wiley & Sons.
9. Menkel-Meadow, C. (2019). Negotiation: Processes for Problem Solving. Wolters Kluwer.
- Ury, W. L. (2020). Getting to Yes with Yourself: (and Other Worthy Opponents). HarperOne.
10. Weiss, J. W. (2018). The importance of emotional intelligence in negotiation. Harvard Negotiation Law Review, 23(1), 109-135.

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

100% final assessment in the form of credit (20%) and current assessment (80%).

20% credit.

80% current assessment:

- 60% assessment of tasks in practical classes;
- 20% written individual assignments

### Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature  
28.08.2023

Head of the department  
Diana RAIKO

Date, signature  
28.08.2023

Guarantor of the educational program  
Oleksandra KOSENKO