

**CORSO DI LAUREA IN COMUNICAZIONE & SOCIETÀ
CORSO DI LAUREA IN COMUNICAZIONE PUBBLICA E D'IMPRESA
MA IN PUBLIC AND CORPORATE COMMUNICATION**

EFFECTIVE NEGOTIATION ON LINE WORKSHOP

Instructor: dott.ssa E. A. Merzagora

What is meant by "negotiation"? A simple discussion between people who are trying to reach a compromise? A battle in which only a part is the winner and "takes it all"? Or is negotiation something more complex?

"In business and in life,
you don't get what you
deserve, you get what
you negotiate."
- Chester L. Karrass

Negotiations occur in business, in politics, and in personal everyday life. How to get better results? This workshop, thanks to a theoretical approach supported by practical exercises and role plays, will give participants the opportunity to recognize as well as to practice the many tactics used in negotiation, to identify and manage various obstacles, and will help participants to acquire the fundamental attitude to lead an effective negotiation.

Topics covered:

- What are the main negotiating situations? What the motivation to negotiate and what the potential obstacles?
- Negotiation steps: how to optimize any single phase, from the preparation to the final commitment.
- The language of negotiation: fostering active and long-lasting relations and creating an open and respectful environment using both verbal and non verbal communication.
- How to avoid the traps that prevent effective negotiation and lead to conflict.
- Recognising our emotions and controlling behaviour in a variety of negotiation situations.
- Knowing how to use the most used negotiation tactics (Nibble, Highball/Lowball, Frame manipulation ...) and adapting them to the counterpart's style.

TIMETABLE

3 November 2020	15.30-17.30
10 November	15.30-17.30
17 November	15.30 -17.30
24 November	15.30 -17.30
1 December	15.30 -17.30
15 December	15.30-17.30

The lesson will be held through the Teams application. The technical instructions will be sent to the participants by email, before the start of the lab

CRITERIA FOR ADMISSION

Please send an email (stating first name, surname, student number, degree course, year of enrolment) to alessia.corti@unimi.it

The first 30 students to send an e-mail will be admitted. International students have priority in the admission to this lab.

Please note that the attendance is mandatory in order to gain 3 credits.