

WCM 510 Module Eight Assignment Guidelines and Rubric
Negotiation Tactics and Strategies

Prompt: This assignment will help you draft Subsections B and C of Section V: Negotiation Tactics and Strategies of the final project, which is due in Module Ten. In your 1- to 2-page submission, you should address all of the following critical elements:

1. **Define the contrast principle**, its value in the negotiation setting, and how it can contribute to a win-win outcome.
2. Using the contrast principle, outline **two potential negotiating tactics** that you would recommend Sharon Slade use in the negotiation meeting with Alice Jones. The gambits should help reach an integrative (win-win) outcome. Include examples to illustrate each gambit.
3. Explain the **value** of each gambit to the negotiation process.
4. Provide the **reasons** why each gambit could increase the likelihood of a successful negotiation session. Reference at least three outside sources that support your position. Include your thoughts on the importance of striving for a **win-win outcome** in any negotiation setting.

Guidelines for Submission: Your assignment must be submitted as a 1–2 page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA 6th edition format to support your position.

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
Contrast Principle	Includes a definition of the contrast principle, its value, and how it can contribute to a win-win situation	Includes a definition of the contrast principle, its value, and how it can contribute to a win-win situation, but the definition is not clear or the explanation is incomplete	Does not include a definition or an explanation of the contrast principle, its value, and how it can contribute to a win-win outcome	20
Negotiating Tactics	Includes two potential negotiating tactics with examples that would advance a win-win outcome	Includes two potential negotiating tactics with examples, but the tactics and/or reasons are not clearly explained, are incomplete, or are illogical	Does not include negotiating tactics	20
Value	Provides an explanation of the value of each type of gambit	Provides an explanation of the value of each type of gambit, but the explanation is cursory and/or incomplete	Does not provide an explanation of the value of the gambit	20

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Rationale	Provides reasons why the gambits will advance an integrative bargaining solution and describes the importance of a win-win outcome	Provides reasons why the gambits will advance an integrative bargaining and a description of the importance of a win-win outcome, but the reasons or description are not clearly explained or are illogical	Does not provide reasons why the gambits will advance an integrative bargaining solution and does not describe the importance of a win-win outcome	20
Secondary Sources	Incorporates the concepts and theory from course material; integrates three secondary resources to support ideas and claims; incorporates scholarly resources effectively	Incorporates some concepts and theory from course material; integrates some secondary resources to support ideas and claims but integration is cursory or secondary resources are inappropriate	No sources were used to write the paper and does not incorporate the concepts and theory from course material	10
Articulation of Responses	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%