



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6420 Pricing Strategies and Tactics

Program

Master of Science in Marketing (Marketing)

Responsible for the course

Ragnhild Silkoset

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The objectives of this course in pricing strategies and tactics are to systematically present the factors to be considered when setting price and to show how pricing alternatives can be developed and analyzed. The course is designed to provide the students with an integrative framework for making pricing decisions. The course covers economic aspects of pricing, strategy and tactics of market based pricing, in addition to psychological aspects of price sensitivity and decisions under incomplete information. Together these factors form a basis for analyzing pricing alternatives within legal, organizational, and competitive constraints.

Prerequisites

The course does not carry formal prerequisites, but is designed primarily for students with some knowledge of marketing

Compulsory literature

Monroe, Kent. 2002. *Pricing: making profitable decisions*. 3rd ed. McGraw Hill.
A reading list of articles and cases will be provided in class.

Recommended literature

Nagle, Thomas T. and Reed K. Holden. 2002. *The strategy and tactics of pricing: a guide to profitable decision making*. 3rd ed. Prentice Hall Marketing Series.

Course outline

Part 1 – Introduction to effective price management
Part 2 – Economic foundations of pricing theory
Part 3 – Understanding customer and buyer behavior for price decisions
Part 4 – Profitability Analysis for pricing decisions
Part 5 – Developing pricing strategies
Part 6 – Managing the pricing function
Part 7 – Special topics on pricing

Computer-based tools

This course does not require any use of computer resources

Course structure

The course consists of 36 lecturing hours. The 12 lectures of the course are divided into student presentation, in-class discussion, and cases. Each student will also participate in a series of in-class active learning projects utilizing small group interaction.

Evaluation

Your course grade will be based on the following activities and weights:
3 hour written exam which accounts for 70% of the grade
Class participation/discussions/cases: 30%

Evaluation code(s)

GRA64201 Written exam and class participation/discussions/cases, accounts for 100% of the

final grade in the course GRA 6420, 6 credits.

Aids at the examination

For the 3 hour written exam: bilingual dictionary

Makeup exam

The next time the course is offered