



APPLIES TO ACADEMIC YEAR 2008/2009

## **GRA 6420 Pricing Strategies: Measuring, Capturing and Retaining Value**

### **Program**

Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in Marketing, Specialization Course

### **Responsible for the course**

Sangeeta Singh

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

6

### **Language of instruction**

English

The fastest and most effective way for a company to realize its maximum profit is to get its pricing right. However, pricing is managers' biggest marketing headache. It's where they feel the most pressure to perform and the least certain that they are doing a good job. Yet getting closer to the 'right' price can have a tremendous impact, and slight improvements can yield significant results. The purpose is therefore to gain control over the pricing function.

### **Learning outcome**

The objective of this course in pricing strategies and tactics is to systematically present factors that have 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**

Course in marketing management and business economics, or equivalent.

### **Compulsory literature**

#### **Other:**

A reading list of articles and cases will be provided in class. .

### **Recommended literature**

#### **Books:**

Monroe, Kent B.. 2003. Pricing: Making profitable decisions. 3rd ed. Boston: McGraw Hill/Irwin  
Nagle, Thomas T. and John K. Holden. 2006. The strategy and tactics of pricing: A guide to profitable decision making. 4th ed. Upper Saddle River, N.J.: Pearson/Prentice Hall

### **Course outline**

Part 1 - 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 - Pricing on the Internet

### **Computer-based tools**

Blackboard

### **Course structure**

The course consists of 36 lecturing hours. Class time will include lectures, group discussion of

problems, and general class discussion. The lectures will further be supplemented with guest lecturers from the industry.

Specific Information regarding student evaluation will be provided in class. Please note that while attendance is not compulsory in all courses, it is the student's responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

### **Evaluation**

Your course grade will be based on the following activities and weights:

Tem papers and cases: 30% of the grade (groups of max 3)

Simulation assignment: 30% (groups of max 3)

3 hour written exam: 40% of the grade

Both individual and group assignments have to be passed in order to get a final grade in this course.

### **Evaluation code(s)**

GRA64201 accounts for 100% of the final grade in the course GRA 6420.

### **Aids at the examination**

A bilingual dictionary and BI-approved exam calculator. Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary. <http://www.bi.edu/studenthandbook/examaids>

### **Makeup exam**

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee

### **Honor Code**

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask