

27627 - Commercial Prices Management

Información del Plan Docente

Academic Year	2018/19
Subject	27627 - Commercial Prices Management
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	3
Semester	Second semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on a combination of theoretical lectures, problem-solving activities and case studies, as well as the discussion of texts and papers.

4.2.Learning tasks

The course includes the following tasks:

- Lectures. The teacher introduces the theoretical concepts together with real examples which facilitate the

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comprehension and application of these concepts.

- Practice sessions. Problem sets and presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- Autonomous work
- Assessment tasks.

4.3.Syllabus

The course will address the following topics:

Section I. PRICING IN MARKETING

- Topic 1.- NATURE AND IMPORTANCE OF PRICE IN MARKETING
 - o 1.1.- The role of price in Economic Theory
 - o 1.2.- The role of price in Marketing: Nature, objectives, and importance
 - o 1.3.- What is pricing? Concept and application
 - o 1.4.- Key terms and concepts in pricing
- Topic 2. - DESIGN OF THE PRICING POLICY
 - o 2.1.- Factors that influence pricing
 - o 2.2.- Objectives of pricing
 - o 2.3.- Design of the pricing policy

Section II. PRICING IMPLEMENTATION

- Topic 3. - THE ROLE OF COST IN PRICING
 - o 3.1.- Cost: How to measure it and importance for pricing
 - o 3.2.- Cost: A typology
 - o 3.3.- Marginal cost pricing
 - o 3.4.- Full cost pricing
- Topic 4. - THE ROLE OF DEMAND IN PRICING
 - o 4.1.- Price elasticity
 - o 4.2.- The role of perceived value in pricing
 - o 4.3.- Psychological mechanisms to understand customer responses to pricing
 - o 4.4.- Pricing research methods
- Topic 5. - THE ROLE OF COMPETITION IN PRICING
 - o 5.1.- The importance of competition in pricing
 - o 5.2.- Competitive situation, competitive position, and competitive strategies: Impact on pricing
 - o 5.3.- Competitive pricing
 - o 5.4.- Competitive reactions to price changes
 - o 5.5.- Price wars
- Section III. STRATEGIC PRICING
- Topic 6. - STRATEGIC PRICING
 - o 6.1.- Pricing over the product life cycle
 - o 6.2.- Experience curve and pricing
 - o 6.3.- Product-line pricing
 - o 6.4.- Price discrimination

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics website and Moodle.

4.5. Bibliography and recommended resources