

## 27627 - Commercial Prices Management

### Syllabus Information

**Academic Year:** 2020/21

**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 learning process that has been designed for this course is based on the following activities:

The learning process designed for this course is based on a combination of theoretical lectures, problem-solving activities and case studies, as well as the discussion of texts and papers.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

#### 4.2.Learning tasks

The programme offered to the students to help them achieve the learning results includes the following activities...

- Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Troubleshooting 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.
- Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information,

among others.

- Evaluation activities

NOTE: Lectures will be held physically. However, in case new restrictions are implemented by public institutions to contain the spread of the pandemic, lectures could be held online.

### **4.3.Syllabus**

#### **PART I: PRICING IN MARKETING**

##### **UNIT 1. - NATURE AND IMPORTANCE OF PRICE IN MARKETING**

- 1.1.- The role of price in Economic Theory
- 1.2.- The role of price in Marketing: Nature, objectives, and importance
- 1.3.- What is pricing? Concept and application
- 1.4.- Key terms and concepts in pricing

##### **UNIT 2. - DESIGN OF THE PRICING POLICY**

- 2.1.- Factors that influence pricing
- 2.2.- Objectives of pricing
- 2.3.- Design of the pricing policy

#### **PART II: PRICING IMPLEMENTATION**

##### **UNIT 3. - THE ROLE OF COST IN PRICING**

- 3.1.- Cost: How to measure it and importance for pricing
- 3.2.- Cost: A typology
- 3.3.- Marginal cost pricing
- 3.4.- Full cost pricing

##### **UNIT 4. - THE ROLE OF DEMAND IN PRICING**

- 4.1.- Price elasticity
- 4.2.- The role of perceived value in pricing
- 4.3.- Psychological mechanisms to understand customer responses to pricing
- 4.4.- Pricing research methods

##### **UNIT 5. - THE ROLE OF COMPETITION IN PRICING**

- 5.1.- The importance of competition in pricing
- 5.2.- Competitive situation, competitive position, and competitive strategies: Impact on pricing
- 5.3.- Competitive pricing
- 5.4.- Competitive reactions to price changes
- 5.5.- Price wars

#### **PART III: STRATEGIC PRICING**

##### **UNIT 6. - STRATEGIC PRICING**

- 6.1.- Pricing over the product life cycle
- 6.2.- Experience curve and pricing
- 6.3.- Product-line pricing
- 6.4.- Price discrimination

### **4.4.Course planning and calendar**

The course planning and important dates for this course will be communicated to the students through Moodle. The beginning and end of the lectures and the dates for the evaluation activities will be

established following the official academic planning approved by the University of Zaragoza.

#### **4.5. Bibliography and recommended resources**