

27627 - Commercial Prices Management

Syllabus Information

Academic year: 2023/24

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

The main goal of this subject is to provide students with specialised training on the objectives, strategies, methods and tools that will enable them to effectively manage the pricing policy of an organisation.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of the goals:

Goal 4: Quality Education.

2. Learning results

- Explain the nature and importance of price as a marketing variable.
- Define what price is and what is its function and importance in organizations.
- Identify the factors that influence pricing and evaluate their implications on pricing decisions.
- Identify, analyze and evaluate the objectives that condition and determine the commercial management of prices.
- Describe the process of product costing and pricing products based on different cost-based pricing methods.
- Analyze demand behavior and price products according to the different demand-based pricing methods.
- Evaluate competitive behavior and price products based on the different methods of competitive pricing.
- Identify, differentiate and evaluate different commercial pricing strategies.
- Develop, individually and/or in teams, activities and works related to the contents of the subject and plan them to better achieve the goals set and optimize time.
- Communicate, orally and in writing, knowledge, ideas and results of activities and work performed.

All of the above will be carried out in accordance with the values of ethics and good professional practices, as well as the values of democracy and respect.

3. Syllabus

PART I: PRICE AS A MARKETING VARIABLE

UNIT 1. - The Nature and Importance of Price in Marketing

UNIT 2. - Design and Planning of Pricing Policy

PART II: PRICING METHODS

UNIT 3. - Cost-Based Pricing

UNIT 4. - Demand-Based Pricing

UNIT 5. - Competition-Based Pricing

PART III: DEVELOPMENT OF PRICING STRATEGIES

UNIT 6. - Strategic Pricing Management

4. Academic activities

Different pedagogical methods and teaching tools will be combined, such as participatory lectures, problem solving and case studies, as well as research, discussion and reflection on texts, news and readings Lectures: 30 hours

Practical classes: 30 hours

Personal Study: 84-86 hours

Assessment tests. 2h or 4h (those outside class hours)

6 ECTS = 150 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be evaluated in the first and second summons by means of a global system.

This system consists of a written test, to be taken on the official dates established by the Centre, which will deal with all the theoretical, practical and theoretical-practical contents developed throughout the semester and included in the syllabus of the subject.

This test will contain short questions (of theoretical, practical, or theoretical-practical content), application exercises, problems, and/or multiple choice questions.

The following criteria will be used in the evaluation of this activity:

- Adequacy of the answers to the theoretical and practical contents developed during the academic year according to the syllabus.
- Accuracy and clarity in the answers.
- Accuracy in the use of terminology.
- Correct written expression, proper presentation and spelling.
- Accuracy in solving exercises and problems, and critical reasoning of the process to reach the solution.
- Correct resolution of the multiple choice questions (indicate the correct answer) and reasoned justification of the selected option.

The written test will be graded from 0 to 10 points and will account for 100% of the student's final grade in the subject.

In order to pass the subject, the student must obtain a final grade of no less than 5 points.