

# Enquire Teaching Timetable

[Return](#)

## Course Outcome

### MKTG 4160 - Pricing

#### Learning Outcome

- Understand the value-based framework in formulating profitable pricing strategies
- Apply pricing strategies and tactics in dynamic business environment

#### Course Syllabus

- Introduction (Value and Pricing), Customer Value and EVC
- Elasticity Analysis and Pricing, Demand and Elasticity Estimation using Regression
- Application of EVC, Conjoint Analysis for EVC and Pricing
- Costs for Pricing Decisions, Competition and Strategic Price Response
- Competitive Response and Price Leadership, Targeted Pricing: Targeting and Micromarketing
- Product Line Pricing Strategy and Tactics, NL Pricing Strategy
- Managing a Product Line: Centralized versus Decentralized Pricing, Bundling and Metered Pricing Strategy
- Channel Pricing Strategy, Customer Lifetime Value and Pricing
- Lifetime Value Pricing and Metering, Temporary Discounts, Hi-Lo Pricing Strategy, Skimming Strategy Experimentation and Mark-Downs
- Hi-Lo versus Every Day Fair Pricing

#### Assessment Type

	Assessment Type	Current Percent
1	Essay test or exam	0
2	Homework or assignment	0
3	Others	0

#### Feedback for Evaluation

1. Mandatory Course and Teaching Evaluation (CTE) is conducted at the end of the course
2. Information and feedback will be gathered from students

#### Required Readings

Required case readings will be posted on the course website in advance of the respective in-class discussion.

#### Recommended Readings

Nagle, Muller, The Strategy and Tactics of Pricing, Sixth Edition, Routledge, 2017.