

## 27627 - Commercial Prices Management

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	6.0
<b>Course</b>	3
<b>Period</b>	Second semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

**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.

#### **5.2.Learning activities**

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**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.

### 5.3.Program

#### **PART 1: 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 2: PRICING IMPLEMENTATION**

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

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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 3: 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

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6.4.- Price discrimination

**5.4.Planning and scheduling**

**5.5.Bibliography and recommended resources**