

Standard Course Outline

MKTG 662 Pricing Analytics and Strategy

I. General Information

- ♦ Course number: MKTG 662
- ♦ Title: Pricing Analytics and Strategy
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: October 2020

II. Catalog Description

Effective pricing management is one of the most important business strategies that affect a company's profitability. This course explores what factors influence customers' willingness to pay and price perceptions, and how to make optimal pricing decision for new and existing products. Letter grade only (A-F).

III. Curriculum Justification(s)

While pricing is one of the most powerful levers for profits and shareholder value, it is also one of the least understood marketing decisions. The course will establish a foundation for effective pricing decisions by providing key economic, analytical and behavioral concepts related to pricing.

IV. Program-Level Learning Objectives

A. Learning Goals – Critical Thinking

1. Students will understand the role of marketing managers that entails marketing management issues in product policies, promotional planning, distribution channel management, advertising, social media and pricing strategies.
2. Students will analyze marketing situations by identifying and evaluating related information and available marketing research data in order to develop realistic and feasible marketing tactics and strategies.

V. Course-Level Learning Objectives

- Theories on pricing: Students will learn the economic, analytical, and behavioral theories related to pricing to make optimal pricing decision.
- Analysis of pricing data: Students will learn and implement the various steps needed to obtain insights from pricing data analysis. These steps include defining business questions, collecting and manipulating relevant pricing data, conducting appropriate analyses, interpreting analytic results, and recommending pricing strategy

- Critical/Strategic thinking: Student will develop the ability to tackle pricing problems, to critically evaluate the consequences of different course of actions, to make the most appropriate pricing decision.

VI. Outline of Subject Matter

The topics listed below must be included in the course:

- Understanding how a firm's offering creates value for the customer
- Willingness to pay, demand curves, and price elasticity
- Identifying relevant costs for pricing decisions
- Market segmentation and price discrimination
- Ethical and legal issues in pricing policies

The following topics (not limited to these) can be added into the course based on the instructor's preferences.

- Price promotions
- Product line pricing
- Pricing across different channels
- Conjoint analysis for pricing
- Psychology of pricing
- Game theory and price war
- Dynamic pricing

VII. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

The course should include the following components.

- Analysis of pricing data
- Case analysis exercises and assignments: Case writing to recommend proper pricing
- Examinations: Formats should require students to demonstrate critical thinking and application/problem solving skills. Multiple choice exams are not allowed.

C. Extent and Nature of Technology Use:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “[Policy Governing Access to and Use of CSULB Computing Resources](#)”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VIII. Information about Textbooks/Readings

There is no standardized textbook. The following textbooks can be recommended as a reference.

- *The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making*, 6th Ed., Thomas Nagle and Georg Müller.
- *Pricing Strategy: Setting Price Levels, Managing Price Discounts, and Establishing Price Structures*, 1st Ed., Tim Smith.

The following sources provide many useful cases for pricing strategy.

- [Darden Business Publishing, University of Virginia](#)
- [Harvard Business School Publishing](#)
- Ross School of Business, Global Lens, University of Michigan, [WDI Publishing](#)
- [INSEAD Case Publishing](#)
- [Ivey Cases, Western University](#)
- [Kellogg Case Publishing, Northwestern University](#)
- [Stanford Graduate School of Business](#)

IX. Instructional Policies Requirements

A. Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below. It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

X. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

XI. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XII. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XIII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)