

COURSE SYLLABUS

Pricing Strategies

Course code: MKT 420/I (Independent Study)

Semester and year: Spring 2025

Day and time: TBA between student and teacher

Lecturer: Dan Ravick Fiala

Lecturer's contact: dan.ravick@aauni.edu

Consultation hours: One hour before the lecture

Credits US/ECTS	3/6	Level	Bachelor
Length	15 weeks	Pre-requisites	ECO 120, MKT 248
Contact hours	42 hours	Grading	Letter grade

1. Course Description

Pricing is one of the most important decisions that businesses make in their efforts for profit maximization. The course is a foundation for effective pricing decisions by teaching key economic, analytical, and behavioral concepts associated with costs, customer behavior and competition. In addition, advanced pricing techniques that aim to create additional value are introduced to the students.

2. Student Learning Outcomes

Upon completion of this course, students should be able to:

- Understand the key economic, analytical, and behavioral concepts associated with costs, customer behavior and competition.
- Understand and be able to apply advanced pricing techniques.
- Comprehend and have a clear understanding of the pricing strategies of different products, lifecycles, and companies.
- Understand and analyze the price strategies of competitors in different market situations through case study scenarios.

3. Reading Material

The Strategy and Tactics of Pricing (4th edition), Thomas Nagle and John Hogan, Prentice Hall, 2006

Supplementary Materials:

* *Other supplementary material will also be provided digitally.*

4. Teaching Methodology

This independent course is divided into 5 lessons, during which a variety of student participation methods are used (as detailed below). Classes will be organized principally – but not exclusively – around presentations based on the course book (see above). Discussions are encouraged and case studies will be used to demonstrate students'

analytical thinking, creative problem-solving skills, and information acquisition. Before each class, each student should, therefore, be prepared to discuss the session topics (see Course Schedule, below).

- Slide presentations and discussions on the topics new to most students, encouraging interaction during the presentations with examples.
- Each chapter will be discussed in terms of practical application with the usage of case studies.
- Final review and class/peer evaluation of each team’s final presentation to practice understanding in various business environments, or cases.

The basic premise is that we REALLY learn by doing. First, we need to know what we do not know (knowledge transfer). Then we need to see how what we do not know is being applied (association). THEN, we need to practice together how we apply creatively in our own project and how these concepts and capabilities can be applied (deep learning) to solve business problems or to capture an opportunity – collectively, these create competitive advantages. The final grade is based on the student’s and their team’s ability to apply what they have learned to create a competitive advantage.

To maximize the value for the students, it is STRONGLY encouraged for students to complete the reading BEFORE the lesson, allowing maximum discussion on current applications of the topics. The student’s ability to interact in real time during the course discussion is a critical skill in business and is, therefore, a critical success factor in the learning process.

5. Course Schedule

Dates and Class Nos.	Class Agenda
<p>Class # 1</p> <p>TBA</p>	<p>Topic: Class Kick-off</p> <p>Description:</p> <ul style="list-style-type: none"> • Quick introduction to the course. • Quick introduction to the instructor, his background and work experiences. • Student’s quick introductions. • Expectations, course flow & grading. • Key information in the NEO course portal: Presentation slides, book, articles etc. <p>Reading: TBA</p> <p>Assignment/deadline:</p>
<p>Class # 2</p> <p>TBA</p>	<p>Topic: Pricing, Strategy & Value Creation</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion on how effective pricing supports marketing and firm strategy. • Explanation/Discussion of the proper philosophy that should accompany all pricing strategies -such as being a fair trader as well as giving value and expecting fair value in return. • Explanation/Discussion of the Pricing Pyramid.

	<ul style="list-style-type: none"> • Explanation/Discussion of different pricing strategies. • Explanation/Discussion of what strategic pricing requires. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignment/deadline: none</p>
<p>Class # 3</p> <p>TBA</p>	<p>Topic: Analysis of Pricing Structures</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of what are pricing structures. • Explanation/Discussion of how pricing structures support pricing strategy. • Explanation/Discussion of industries and firms that use pricing structures effectively. • Explanation/Discussion of why pricing structures are often difficult to maintain. <p>Reading: TBA</p> <p>Assignment/deadline:</p>
<p>Class # 4</p> <p>TBA</p>	<p>Topic: Price & Value Communication</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of communication strategies for High vs Low search products and when benefits are either more economic or more psychological. • Explanation/Discussion of adapting the message to the purchase context. • Explanation/Discussion of adapting the message to the buying context. <p>Reading: TBA</p> <p>Assignment/deadline:</p>
<p>Class # 5</p> <p>TBA</p>	<p>Topic: Student Project Presentation</p>

Deadlines in business are critical. Each student is responsible for checking the course website and their specified mailbox regularly, attending every class on time, and completing all assignments on time.

- **NOTE:** Submission of all course work shall be via the AAU NEO eLearning system in the appropriate location within the online course page for this class. Assignments are due BEFORE the next class date, if not otherwise specified. No excuses. If you are late on the assignment, you will earn a '0' for the assignment. Incorrectly named files will be marked down.

6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (hours) (average)	Weighting Final Grade	Evaluated Student Learning Outcomes
PP Project Presentation <i>(Group Assignment consisting of two students)</i>	75	50%	Analysis and presentation of a <u>firm's</u> pricing strategy along with a strategy pricing recommendation to improve profitability.
PPP Participation Professionalism Preparedness	75	50%	Ability to read, think, and express ideas analytically, critically, and creatively. Ability to ask and answer questions relating to subject knowledge. Ability to communicate effectively in oral English. Ability to identify and summarize key points relating to a topic. Demonstrate nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.
TOTAL:	150	100%	

7. Detailed description of the course participation and assignment grading

PP: Project Presentation

- Demonstrate an ability to analyze and present information verbally and with the use of presentation aids that delivers a message that is clear, concise, and insightful.

Assessment breakdown

Assessed area	Percentage
Structure and style of presentation	10%
Completeness	50%
Critical Analysis	30%
Verbal Delivery	5%
Management of Q/A	5%

PPP: Participation, Professionalism & Preparedness:

- Demonstrate nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.

Assessment breakdown

Assessed area	Percentage
Punctuality	10%
Preparedness	45%
Professionalism	45%

Assessment breakdown summary for all assignments

Assessed area	Percentage
TITLE, INTRODUCTION, CONCLUSION AND TABLE OF CONTENTS	15
ORGANIZATION AND DEVELOPMENT Structure of the paper, logical coherence (including AAU SBA title page, table of contents, executive summary, introduction, recommendations, conclusion, and works cited)	10
CONTENT / QUALITY OF IDEAS Knowledge of methodology, and its application. Evidence of critical thinking. Includes: correct use of supportive material (e.g., charts, diagrams, illustrations, maps, and tables)	50
QUALITY OF RESEARCH Work with sources and literature – includes proper citation	15
CLARITY, FORMAT, READABILITY, AND QUALITY: Writing style, level of English: 5 Formal quality and format of the report: 5	10
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5

Important Formatting Information

Assignments in business report format must, as a minimum, the SBA cover page, a table of contents, an executive summary, an introduction, a conclusion / recommendation, and works cited, as separate pages. The main body of the paper should include a header (title of course, term and name of student) and footer (date and page number). The paper should have normal margins (1" on all sides), be single-sided, 1.5-spaced, **12-point font, Times New Roman.**

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work. Please see the AAU intranet for a summary of key policies regarding coursework.

Course specific requirements

There are no special requirements or deviations from AAU policies for this course.

