STUDENTS ARE EXPECTED TO HAVE COMPLETED
Not required.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.
Skills to be acquired

General skills
*CG1: Solid theoretical knowledge of Marketing and Market Research.

Specific skills:
*CE10: Analysis, evaluation and decision making on pricing (traditional methods, and scientific techniques)

Learning objectives:
¿ Understand the existing pricing practices of firms and appreciate their limitations.
 ¿ Develop an understanding of profitable pricing

DESCRIPTION OF CONTENTS: PROGRAMME
Principles of Price Management.
Theories of consumer behavior focusing on the perception and response to price.
Economic perspective. Analysis of costs and benefits. Price management in competitive environments
Negotiating prices
Segment Rates
Price Management of the product line
Pricing in dynamic context
Price Promotion Strategies
Pricing strategies for new products

LEARNING ACTIVITIES AND METHODOLOGY
Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to
establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities
required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each
class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM
Your final grade will be assigned based on:
Participation in-class, discussion, assignments, quizzes and cases studies: 60%
Final exam: 40%
In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible
10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is
taken, the above grade criteria also apply.

% end-of-term-examination: 40
% of continuous assessment (assignments, laboratory, practicals...): 60
- Russell S. Winer Pricing, Marketing Science Institute, 2005