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.
BASIC BIBLIOGRAPHY

- Russell S. Winer Pricing, Marketing Science Institute, 2005