

Georg-August-Universität Göttingen Master degree „Marketing and Channel Management“ M.WIWI-BWL.0075 “Pricing Strategy” Deutscher Titel: Preispolitik		6 C / 4 SWS
Objectives: After successful attendance the students should be able to implement the most important determinants of pricing policy and pricing management, as well as to apply selected marketing techniques, marketing strategies, psychological and economic theories for the analysis of optimal pricing strategies. Further, the students learn to investigate the pricing strategy from a B2B and B2C perspective, completed on case studies and caselets.		Workload: Time of attendance: 56 hours Private study: 124 hours
Content: <ul style="list-style-type: none">• Introduction to pricing strategy• Value creation• Market segmentation and pricing structure• Price adjustment• Pricing strategy and price level• Cost and financial analysis <p>The course's conveyed theoretical knowledge is practiced and consolidated with the help of case studies.</p> Basic literature: <ul style="list-style-type: none">• Dolan & Simon (1996), Power Pricing: How Managing Price transforms the Bottom Line, New York: Free Press.• Monroe (2003), Pricing: Making Profitable Decisions, 3. Edition, New York: McGraw-Hill.• Nagle, Hogan & Zale (2014), The Strategy and Tactics of Pricing: A Guide to growing more Profitability, Pearson internat. ed., Upper Saddle River, NJ: Pearson Prentice Hall.		
Course units: <ul style="list-style-type: none">1. Pricing strategy (Lecture)2. Pricing strategy (Tutorial)		2 SWS 2 SWS
Modul examination: Written Exam (90 min)		
Assessment requirements: Tactics of pricing policy, pricing strategies, Calculation of the economic value of products, pricing mechanisms, financial analysis, pricing mechanisms in competition		
Prerequisites for admission: none	Recommended prior knowledge: none	
Languages English	Instructor lecture: Prof. Dr. Yasemin Boztuğ	
Course frequency: Every second winter term	Duration: 1 semester	
Repeatability: Twice	Recommended semester: 1-4	
Maximum numbers of students: Not limited		