

# MKTG 6075 Pricing Strategy

## Executive Summary

**Course:** MKTG 6075 Pricing Strategy  
**Credits:** 4 credits  
**Prerequisites:** MBA 6210

### **Description & Objectives**

"Most executives name pricing as their major challenge and their major weakness" (Kotler)

"For marketing strategist, [pricing] is the moment of truth - all of marketing comes to focus on the pricing decision" (Corey)

The purpose of this course is to present a framework that can help you handle these pricing challenges, or moments of truth, more effectively throughout your business career. The course provides a customer perspective - we study such issues as economic value, price sensitivity, price perceptions, and fairness. From a company perspective we study such issues as costs, profitability and capabilities. From a competitive perspective we study such issues as price wars and price leadership. We also discuss the role of collaborators, such as channels of distribution, government and the media. Along the way we'll study pricing in a variety of settings, including business-to-business markets, consumer packaged goods, medical industry, services, new products, etc. Throughout we'll learn and apply marketing theory, and try to have some fun.

### **Learning Outcomes**

Participants will demonstrate their ability to apply tools like customer economic value, price sensitivity analysis, profitability analyses, and competitive analysis through exercises and cases.

Participants will demonstrate their ability to communicate their ability to make price decisions by engaging in class discussions of exercises and cases.

Participants will demonstrate their ability to synthesize and apply their understanding of pricing by diagnosing a number of pricing exercises and case studies using concepts developed in class related to costs, value, competitors and channels to make concrete qualitative and quantitative recommendations