Course program and reading list

Semester 1 Year 2022

School: Arison School of Business B.A

Pricing Policy

Lecturer:
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Course Requirements :
Final Exam

Group Code :
221030300

Language:
English

Prerequisites

Prerequisite:
43 - Principles Of Marketing Management OR 2346 - Marketing in a changing world

Course Description

Session 1 (12/10)

Readings: Ch. 1.
Topics: Motivation; Cost plus.

Session 2 (19/10)
Readings: Ch. 9.
Topics: Price, demand, and elasticity.

Session 3 (26/10)
Readings: Ch. 3, 8.
Topics: Demand - WTP.

Session 4 (2/11)
Readings: Ch. 2.
Topics: Demand - WTP; Demand - EVA.

Session 5 (9/11)
Topics: Demand - EVA.

Session 6 (16/11)
Topics: Review of previous topics.
Optional topics: Costs; International pricing.

Session 7 (23/11)
Assignment due: Exercise #1.
Readings: Ch. 4
Topics: Price structure.

Session 8 (30/11)
Topics: Price structure.

Session 9 (7/12)
Course Goals

This course concerns the Pricing P of the 4P’s of marketing. Of these four tools of marketers only **price** contributes directly to revenues and profits. Therefore, pricing is a critical activity that determines the success or failure of the firm. The focus of the course is on acquiring the tools and skills necessary to analyze pricing situations, make pricing decisions, and implement them, in a systematic manner. Topics covered will include the analysis of the 3C’s of pricing: consumers, costs, and competition; pricing methods and techniques; pricing tactics; and how different industry conditions lead to different pricing structures.
1. Group homework assignments (Groups of four students or less)
   * Exercise #1 (15%).
   * Exercise #2 (15%)

2. Final Exam (70%)

3. Instructor evaluation (5%).

Comment 1: During the semester there might be tasks and assignments (either in class or outside) for which students will receive additional bonus points. The amount and scope of these will be determined during the semester.

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**Lecturer Office Hours**

Wed. 13:00 - 14:00

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**Reading List**

Thomas Nagle, and Georg Muller, *The Strategy and Tactics of Pricing*, Routledge, 6th ed. (readings in schedule are the appropriate chapters from the book).

Earlier versions of the book are fine (just note that the chapter order will not be the same).