

Strategic Pricing

Marketing 515

This course blends marketing strategy, micro-economic theory, and data analytics to formulate actionable pricing strategies. It combines cases and data analytics assignments to teach students how to design and execute pricing decisions and co-ordinate these decisions with other marketing decisions.

Prerequisite: Marketing core

MKTG 515 A/B,
TTh 10:30 – 12:20

MKTG 515 C/D,
Wed 6 – 9:30pm

Combine theoretical concepts with practical data analytics to make optimal pricing decisions

Pricing is a fundamental decision for any business and students with interests across different types of industries would benefit from this course. Using data to make optimal decisions is becoming increasingly important in today's world. This course would teach students with the underlying theory for numerous pricing structures as well as practical considerations for implementation, along with data skills to leverage available customer level or aggregated data for pricing.

Theory

Learn economic theory behind pricing decisions. Understand different conceptual approaches to pricing decision making.

Analytics

Use marketing data and modern analytics tools to solve real-world pricing problems, through data-based homework and final project.

Implementation

Analyze and discuss cases to apply theory and concepts to pricing dilemmas faced by managers in different industries