

<b>Georg-August-Universität Göttingen</b>		6 C 4 WLH
<b>Module M.WIWI-BWL.0075: Pricing Strategy</b>		
<b>Learning outcome, core skills:</b> After successful attendance the students are 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.		<b>Workload:</b> Attendance time: 56 h Self-study time: 124 h
<b>Course: M.WIWI-BWL.0075.Lec Pricing Strategy (Lecture)</b> <i>Contents:</i> <ul style="list-style-type: none"> <li>• Introduction to Pricing Strategy</li> <li>• Value Creation &amp; Value Communication</li> <li>• Market Segmentation and Pricing Structure</li> <li>• Price Customization</li> <li>• Behavioral Pricing</li> <li>• Pricing Policy and Price Level</li> <li>• Cost and Financial Analysis</li> <li>• Competition</li> <li>• Pricing Research</li> <li>• Miscellaneous Selected Topics from Pricing Strategy</li> </ul>		2 WLH
<b>Course: M.WIWI-BWL.0075.Ex Pricing Strategy (Exercise)</b> <i>Contents:</i> In the accompanying practice sessions students deepen and broaden their knowledge from the lecture by applying theories and methods to real-world problem sets. This is achieved by case studies that focus on the specific contents of the lecture. In the tutorial the case studies are interpreted and potential solutions are discussed. The tutorial is supplemented by reviewing fundamental concepts from the lecture.		2 WLH
<b>Examination: Written examination (60 minutes)</b> M.WIWI-BWL.0075.Mp: Pricing Strategy		6 C
<b>Examination requirements:</b> Pricing Tactics, Pricing Strategies, Determining the Economic Value of Products, Pricing Structures, Pricing Procedures, Financial Analysis, Pricing Competition		
<b>Admission requirements:</b> none	<b>Recommended previous knowledge:</b> none	
<b>Language:</b> English	<b>Person responsible for module:</b> Prof. Dr. Yasemin Boztug	
<b>Course frequency:</b> each winter semester	<b>Duration:</b> 1 semester[s]	

<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b> 1 - 4
<b>Maximum number of students:</b> not limited	