INTRODUCTION

Developing and implementing an overall pricing strategy is a challenging task for every business firm. The participant gets acquainted with the importance of Pricing in a changing environment. He/she develops skills in order to determine the best Pricing Policy to implement depending on the market circumstances.

AIMS

The participant will be able to answer the following questions:

- What factors should be considered by a firm defining and implementing an accurate pricing strategy?

- What intra-organizational roadblocks exist to the implementation of price changes?

- How can they be overcome?

- What strategies, tools, and methods can be used to effectively implement a price change within the firm?

METHODOLOGY

Methodology is based on basic concepts supported mainly by real cases discussed in class which helps the participant to understand the different criteria to bear into consideration as well as the circumstances that may influence decisions, in order to take the best decision in each case. Exercises and an extensive use of simulations are also part of the methodology basically to learn technical concepts.

EVALUATION

Each participant will be evaluated according to the acquired knowledge on the pertinent subject and the quality and consistency of their participation. 60% of the final grade will be based on a minimum of one written assignment during the course and the final exam. The other 40% will be based on the quality and consistency of the participation.
BIBLIOGRAPHY


