MKT6336 - Pricing

MKT 6336 Pricing (3 semester credit hours) Techniques to price durable goods, packaged goods and services. Topics include: perceived value pricing, bundling, price discrimination, product-line pricing, dynamic pricing over the products' life-cycle, pricing through the marketing channel, and competitive pricing. In addition to microeconomic approaches to pricing, behavioral approaches to pricing will also be covered. Pricing decisions will be analyzed using spreadsheet analysis. Prerequisite: MKT 6301 or instructor consent required. (3-0) T (2016-02-05 18:01:04)