MKT4322 - Price Management

MKT 4322 Price Management (3 semester credit hours) The course teaches students how to set and manage price for products and services based on an understanding of costs, competition, price elasticity, and consumer perceptions based on price. The study also establishes the links between positioning / segmentation and pricing. Students will learn to use break even analysis, to compute price elasticity, and to evaluate price-quality trade-offs. They will also learn how to manage price in response to competitor’s price changes. Prerequisites: MKT 3300 and (STAT 3360 or OPRE 3360). (3-0) Y