MKT6336 - Pricing Analytics

[MKT 6336](#) Pricing Analytics (3 semester credit hours) The course covers techniques used to price goods and services based on customer analysis and software tools. Topics include value- in-use analysis and segmentation, bundling, price discrimination, product-line pricing, dynamic pricing over the product life cycle, pricing in channels, psychological and competitive pricing. Prerequisite: [MKT 6301](#). (3-0) T