“Pricing Strategies”

Course Syllabus, Spring 2011

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Course Description:
“What’s it worth?” “How much should I pay?” “What are my other choices?” “Did I get a good deal?” Buyers ask these questions, explicitly and implicitly, every time they consider and/or make a purchase.

“How much should I charge?” “How much do I need (want) to make?” “How will my channel partners respond?” “What will my competition do?” Brands and companies similarly ask these questions every time they make a pricing decision.

Pricing, of course, is one of the “4 Ps”, and is a critical marketing mix component, as we seek to find the optimal interaction of consumer/customer price/value and business profitability. Pricing is out there for our consumers/customers to see and evaluate every day, more so then ever in the digital world.

This course will provide a broad introduction to and examination of pricing on strategic, conceptual, and tactical levels. Theoretical constructs and general frameworks will be taught, in combination with real world examples.

The course combines textbook study on the theoretical side with case study and in class presentations and discussions on the real world side. Class participation is actively encouraged.

Students can expect to develop a very solid understanding of the various elements of pricing strategy from a marketing perspective, and how best to leverage them within the marketing mix.
**Course Objectives**
Provide a solid framework and foundation on Pricing strategy, evaluation, and implementation.

Illustrate constructs with real world examples and expertise.

Create a stimulating, engaging, challenging, and fun learning environment.

**Method of Instruction:**
Lecture
Case Study
Group Discussion
Team Projects

**Method of Evaluation:**

Case Write Ups (Team):  70% (2 cases)
Note – you can choose two out of the following three cases for your write up:  Imedia, Virgin Mobile, Medicines Company

Exams:  30%    (Final Exam)

Attendance and participation is expected. More then one missed class is not recommended, although I am open to discussion based on your situation. **Please advise me prior if you are not going to be in class.**

**Text and Cases:**

**Text:**
“The Strategy and Tactics of Pricing”, Nagle and Holden

**Cases: (note: may change somewhat)**
Imedia Corporation*
Virgin Mobile*
Kodak Funtime Film
Tweeter
The Medicines Company*
Springfield NorEasters