



FH Salzburg

Course Syllabus

Study programm	Business Management
Course code	BWIB5PRMIL
Course title	Price Management
Term / year of study when the course is delivered	Fall/Winter Term
Cycle	1st cycle
ECTS credits / contact hours	2 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	B2 level in English, basic understanding of the principles of marketing
Language of instruction	English
Course content	<p>The focus of this course is on how businesses set and manage prices. After an initial recap of economic pricing principles in the market, the main part will evolve around entrepreneurial price management. To enable a comprehensive learning experience, students develop a pricing process determining price strategy, price structures, price levels and their implementation.</p> <ul style="list-style-type: none">• Economic principles• Pricing process, incl. price differentiation, non-linear pricing, bundling and behavioral pricing• Market-focused strategy, strategy development & positioning, sales & segmentation

Technology
Health
Media

	<ul style="list-style-type: none"> • Deriving price elasticities from expert judgment, conjoint measurement, additional methods of market research: Kano, Advanced van Westendorp • Oligopoly pricing • Pricing data bases • Quantitative modelling of price measurements • Special conditions / price enforcement 															
Learning outcomes	<p>After attending this course, the student</p> <ul style="list-style-type: none"> • Knows and understands pricing concepts, tools, and techniques applied in leading businesses across the world • Can apply the gained knowledge to solve case studies • Can communicate clearly and present his or her ideas in a convincing manner • Is able to pursue autonomous learning based on the feedback received 															
Learning methods	Self-reflection, case studies, exercises, presentation, written exam															
Assessment methods & criteria	Group work 100 %															
Grading Scale	<table> <tr> <td>1</td> <td>Excellent</td> <td>100 - 93%</td> </tr> <tr> <td>2</td> <td>Good</td> <td>83 - 92%</td> </tr> <tr> <td>3</td> <td>Good average</td> <td>70 - 82%</td> </tr> <tr> <td>4</td> <td>Below average</td> <td>50 - 69%</td> </tr> <tr> <td>5</td> <td>Insufficient</td> <td>< 50%</td> </tr> </table>	1	Excellent	100 - 93%	2	Good	83 - 92%	3	Good average	70 - 82%	4	Below average	50 - 69%	5	Insufficient	< 50%
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2	Good	83 - 92%														
3	Good average	70 - 82%														
4	Below average	50 - 69%														
5	Insufficient	< 50%														
Recommended resources	<ul style="list-style-type: none"> • Hermann Simon, Martin Fassnacht (2018): Price Management - Strategy, Analysis, Decision, Implementation, Springer. • Rafi, M. (2010): The 1% Windfall: How Successful Companies Use Price to Profit and Grow, HarperBusiness. 															



	<ul style="list-style-type: none">• Rafi, M. (2017): The Art of Pricing, New Edition: How to Find the Hidden Profits to Grow Your Business, Charles River Business.
Attendance	75%

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