


**Form:  
Course Syllabus**

<b>Form Number</b>	EXC-01-02-02A
<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
<b>Number and Date of Revision or Modification</b>	
<b>Deans Council Approval Decision Number</b>	2/3/24/2023
<b>The Date of the Deans Council Approval Decision</b>	23/01/2023
<b>Number of Pages</b>	06

<b>1. Course Title</b>	Pricing Strategies
<b>2. Course Number</b>	1604430
<b>3. Credit Hours (Theory, Practical)</b>	3
<b>3. Contact Hours (Theory, Practical)</b>	3
<b>4. Prerequisites/ Corequisites</b>	-
<b>5. Program Title</b>	Bachelor Degree in Marketing
<b>6. Program Code</b>	04
<b>7. School/ Center</b>	Business School
<b>8. Department</b>	Marketing
<b>9. Course Level</b>	02
<b>10. Program Degree</b>	04
<b>11. Year of Study and Semester (s)</b>	First-2025-2026
<b>12. Other Department(s) Involved in Teaching the Course</b>	-
<b>13. Main Learning Language</b>	English
<b>14. Learning Types</b>	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
<b>15. Online Platforms(s)</b>	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
<b>16. Issuing Date</b>	
<b>17. Revision Date</b>	

**18. Course Coordinator:**

Name: Dr. Ayat Al.Mahmoud Contact hours: S,T (7:30-8:30) , (10:30-11:30)

Office number: 11 Phone number:-

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**19. Other Instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**20. Course Description:**

This course introduces students to the fundamental principles and practices of pricing strategy in the context of marketing. It covers key concepts such as pricing models, cost structures, competitive positioning, customer value perceptions, and market demand. Students will explore various pricing strategies, including cost-based, value-based, and competition-based approaches, as well as advanced topics such as price discrimination, dynamic pricing, and psychological pricing. The course emphasizes the role of pricing in achieving organizational objectives and enhancing profitability while considering market trends, consumer behavior, and ethical implications.

**21. Program Intended Learning Outcomes:** (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

1. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.
2. Utilize applicable central models and theories that relate to consumer behaviour and marketing in the online and offline to research and analyses contemporary issues in Marketing.
3. Utilize critical thinking and problem solving to analyses business environment and



develop marketing strategies based on product, price, place and promotion objectives in different Market segments.

4. Apply the marketing research process to collect, process, and analyse a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.
5. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.
6. Work efficiently within teams to accomplish marketing projects

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Knowledge
<p><b>a1.</b> Understand the core concepts and theories of pricing strategies, including cost-based, value-based, and competition-based pricing</p> <p><b>a2.</b> Gain insight into the role of pricing in achieving business objectives, and how it affects customer perception and market positioning</p>
Skills
<p><b>b1.</b> Develop the ability to calculate and analyze pricing decisions using relevant mathematical and analytical methods.</p> <p><b>b2.</b> Apply various pricing strategies in different business scenarios, taking into account customer behavior, market trends, and competition</p>
Competences



**c1.** Demonstrate the ability to design and implement effective pricing strategies that align with both customer needs and organizational goals

**c2.** Critically evaluate and adjust pricing approaches based on market conditions, ethical considerations, and consumer response.

Course ILOs	The learning levels to be achieved					
	Remembering	Understanding	Applying	Analysing	evaluating	Creating
1	X	X				
2	X	X	X	X		
3		X	X	X	X	
4		X	X	X	X	X
5		X	X		X	X
6		X		X	X	X

**22. The matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program:**

Program ILOs	ILO (1)	ILO (2)	ILO (3)	ILO (4)	ILO (5)	ILO (6)
Course ILOs						
1	X	X				
2	X	X	X	X		
3		X	X	X	X	X
4		X	X	X	X	X
5	X	X	X	X	X	X



6	X	X	X	X	X	X
7						
8						

### 23. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1. 1	introduction	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	1. 2	Pricing as an Element of the Marketing Mix	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	1. 3		Face to face			EXAMS/HOME WORKS	
2	2. 1	Pricing as an Element of the Marketing Mix	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	2. 2	Pricing as an Element of the Marketing Mix	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	2. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
3	3. 1	The Starting Point in Setting an Initial Price	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	3. 2	The Starting Point in Setting an Initial Price	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	3. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
4	4. 1	The Starting Point in Setting an Initial Price	Face to face	teams	Synchronous	EXAMS/HOME WORKS	
	4. 2	The Starting Point in Setting an Initial Price	Face to face	teams	Synchronous	EXAMS/HOME WORKS	



	4. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
5	5. 1	Assessing Value to the Customer	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	5. 2	Assessing Value to the Customer	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	5. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
6	6. 1	Assessing Value to the Customer	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	6. 2	Basic Pricing Strategies and the Use of Breakeven Analysis	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	6. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
7	7. 1	Basic Pricing Strategies and the Use of Breakeven Analysis	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	7. 2	Basic Pricing Strategies and the Use of Breakeven Analysis	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	7. 3	discussions, group activities, and problem-solving sessions				EXAMS/HOME WORKS	
8	8. 1	Basic Pricing Strategies and the Use of Breakeven Analysis	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	8. 2	Basic Pricing Strategies and the Use of Breakeven Analysis	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	8. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
9	9. 1	Predicting Price-Change Response: Economic and Competitive Factors	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	9. 2	Predicting Price-Change Response: Economic and Competitive Factors	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	9. 3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
10	10. .1	Predicting Price-Change Response: Economic and Competitive Factors	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	
	10. .2	Predicting Price-Change Response: Cognitive Factors	Face to face	tea ms	Synchr ono us	EXAMS/HOME WORKS	



	10 .3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
11	11 .1	Predicting Price-Change Response: Cognitive Factors	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	11 .2	Predicting Price-Change Response: Cognitive Factors	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	11 .3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
12	12 .1	Predicting Price-Change Response: Emotional Factors	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	12 .2	Predicting Price-Change Response: Emotional Factors	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	12 .3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
13	13 .1	Predicting Price-Change Response: Emotional Factors	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	13 .2	Costing Programs and Pricing Strategies	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	13 .3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
14	14 .1	Costing Programs and Pricing Strategies	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	14 .2	Costing Programs and Pricing Strategies	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	14 .3	discussions, group activities, and problem-solving sessions	Face to face			EXAMS/HOME WORKS	
15	15 .1	Revision	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	15 .2	Revision	Face to face	teams	Synchr onous	EXAMS/HOME WORKS	
	15 .3						

#### 24. Evaluation Methods:



Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30	X	X	X	X		
Second Exam –If any							
Final Exam	50	X	X	X	X	X	X
**Class work							
Projects/reports	0						
Research working papers	20	X	X	X	X	X	X
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							
Any other approved works							
Total 100%	100						

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

#### Mid-term exam specifications table\*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
0	0				4	4	30	15		1
				4		4				2
			6			6				3
		1				1				4

#### Final exam specifications table



No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2						2	50	25		1
	3					3				2
		5				5				3
			5			5				4
				5		5				5
					5	5				6

## 25. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

## 26. Course Policies:

A- Attendance policies: Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time: The final exam consists of MCQs. The time will be assigned in advance of exams time.

No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy: It depends on the average

F- Available university services that support achievement in the course:

## 27. References:



**A- Required book(s), assigned reading and audio-visuals:**

Schindler, R. M. (2012). Pricing Strategies: A Marketing Approach. SAGE Publications.

Nagle, T. T., & Müller, G. (2016). The Strategy and Tactics of Pricing: A Guide to Growing More Profitably (6th ed.). Routledge.

Cespedes, F. V., & Smith, H. L. (2016). Your Price Is Right (or Wrong). Harvard Business Review.

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**B- Recommended books, materials, and media:**

A useful article that examines common pricing pitfalls and offers insights on how to align pricing with customer value and market conditions.

Gallo, A. (2015). The Digital Pricing Revolution. Harvard Business Review.

• This reading highlights the impact of digital tools and analytics on pricing strategies in the modern market.

**28. Additional information:**

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Name of the Instructor or the Course Coordinator: AYAT AL.MAHMOUD...	Signature: ..... .....	Date: 19-10-2025...
Name of the Head of Quality Assurance Committee/ Department .....	Signature: ..... .....	Date: .....
Name of the Head of Department .....	Signature: ..... .....	Date: .....
Name of the Head of Quality Assurance Committee/ School or Center .....	Signature: ..... .....	Date: .....
Name of the Dean or the Director .....	Signature: ..... .....	Date: .....