

## Course Syllabus

1. <b>Department Name:</b>	Faculty Of Business							
2. <b>Program Name:</b>	BA							
3. <b>Program Code</b>	04							
4. <b>Course Code and Title:</b>	<b>Pricing Strategies 1604430</b>							
5. <b>Course credits:</b>	3 Hours							
6. <b>Pre-requisites:</b>	NA							
7. <b>Course Instructor/ Coordinator Name, Email and Office hours</b>	<i>Rabie OTHMAN</i>							
	<i>Rabie.othman@gmail.com</i>							
	1-2							
8. <b>Course web-page:</b>	NA							
9. <b>Academic year:</b>	2019-202							
10. <b>Semester:</b>	<input checked="" type="checkbox"/>	First	<input type="checkbox"/>	Second	<input type="checkbox"/>	1 <sup>st</sup> Summer	<input type="checkbox"/>	2 <sup>nd</sup> Summer
11. <b>Textbook(s)</b> <i>(Make sure you have one textbook – resource materials online)</i>	<b>Pricing Strategies A Marketing Approach. Robert M. Schindler, Rutgers University–Camden</b>							
12. <b>References:</b> <i>(Make sure that the references are available in the Library and online)</i>	The Strategy and Tactics of Pricing. Thomas Nagle, Ph.D., Georg Müller, Ph.D							
13. <b>Other resources used</b> <i>(e.g. periodicals, software, eLearning, site visits, etc.):</i>	NA							
14. <b>Course description (from the catalog)</b>	<p>This objective of this course is to introduce the student to one of the most important factors in the marketing mix. Pricing is very critical for the success of any product or service. This course will give the students a solid background on the different methods of pricing as well as on the different approaches in pricing and when we should each pricing policy and under what circumstances.</p> <p>Shows students how they can do the math necessary for making effective price-related decisions. It demonstrates how pricing should be guided by the marketing concept, focusing on the needs and sensitivities of the customer, showing that an understanding of consumer behavior is central to core pricing questions. Chapters end with discussion questions and exercises to help reinforce what students have learned.</p>							

16. **Course evaluation:** *(Formative and summative assessment methods are expected)*

**15. Course Intended Learning Outcomes:** (All CILOs must start with an action verb, please use ANNEX I for getting a better understanding of the Action Verbs and Blooms Taxonomy. The mapping of the CILOs with relevance to the PILOs of the program.)

		Mapping to PILOs										
CILOs (Preferred not to exceed 12 CILOs)		a	b	c	d	e	f	g	h	i	J	k
Assessment Type	Details/ Explanation of Assessment in relation to CILOs	Number	Weight	Date(s)								
<b>Quizzes</b>	The worksheets examines one of the Service Encounter stage and should measure CILO #3 and CILO #4	2	10 %	October, November 2019								
<b>Midterms</b>	The midterm exam examines the CILOs #1 and #2	1	30 %	October 2019								
<b>Assignments</b>	The examines the CILOs #4	2	5 %	December 2019								
<b>Projects/Case Studies</b>	The project should reflect all CILOs that the student should have acquired by working through this course. The project will be assessed on the technical role-play	1	5%	December 2018								
<b>Final</b>	The final should measure all the CILOs as follows: - 40 Multiple choice questions	1	50%	January 2020								
<b>Total</b>			100%									

<b>17. Description of Topics Covered</b>	
Topic Title	Description
Introduction: Pricing as an Element of the Marketing Mix	The focus of this book is to present concepts, principles, and techniques that provide guidance to help a seller set the best price.
The Starting Point in Setting an Initial Price	Discuss how an item's costs and competitors' prices can serve as starting points for determining an item's initial price. Then we will discuss an alternative place to begin—the value of the benefits that the item creates by satisfying the needs of the customer.
Assessing Value to the Customer	Examine in greater detail the second and third steps in VTC estimation. For the second step, we present a framework to help the price setter identify the full range of a product's differentiating factors. For the third step, we cover some concepts and methods for determining the monetary value that customers place on a differentiating factor.

Basic Pricing Strategies and the Use of Breakeven Analysis	In the marketing approach to setting an initial price, customer needs, and in particular the product's value to the customer, should start the price-setting process.
Development and Use of the Generalized Breakeven Formula	An improvement in a price consists of a modification, up or down, that leads to an increase in the company's gross profits (i.e., contribution dollars). The goal of these modifications is to arrive at the product's best price—the price that results in more profits than prices that are higher or lower.
The Logic of Price Segmentation	An examination of some important types of product interrelations and their pricing implications will be covered in the fourth chapter in this section.
Law, Ethics, and Social Responsibility in Pricing	Price setting and the price-setting process must also be guided by a consideration of the consequences of pricing decisions for the community and the society in which the firm operates.
The Role of Price in Marketing Strategy	The strategic prominence of price is likely to be reflected in a company's positioning, or how it is regarded in the minds of customers

<b>18. Course Weekly Breakdown:</b>					
<b>Week</b>	<b>Date</b>	<b>Topics covered</b>	<b>CILOs</b>	<b>Teaching Method</b>	<b>Assessment</b>
<b>1</b>		Introduction: Pricing as an Element of the Marketing Mix	<b>1</b>	Lecturing and class group work	Written exams
<b>2</b>		The Starting Point in Setting an Initial Price	<b>1,2</b>	Lecturing and class group work	Written exams
<b>3</b>		Assessing Value to the Customer	<b>1,2,3</b>	Lecturing and class group work	Written exams
<b>4</b>		Basic Pricing Strategies and the Use of Breakeven Analysis	<b>1,2,3</b>	Lecturing and class group work	Written exams
<b>5</b>		Basic Pricing Strategies and the Use of Breakeven Analysis	<b>3</b>	Lecturing and class group work	Written exams

<b>6</b>		Development and Use of the Generalized Breakeven Formula	3	Lecturing and class group work	Written exams
<b>7</b>		Development and Use of the Generalized Breakeven Formula	3	Lecturing and class group work	Written exams
<b>8</b>		The Logic of Price Segmentation	3	Lecturing and class group work	Written exams
<b>9</b>		The Logic of Price Segmentation	3	Lecturing and class group work	Written exams
<b>10</b>		Law, Ethics, and Social Responsibility in Pricing	4	Lecturing and class group work	Written exams
<b>11</b>		The Role of Price in Marketing Strategy	4	Lecturing and class group work	Written exams
<b>16</b>		<i>Final examination week</i>			

<b>19. <u>Others:</u></b>	
	<i>Description</i>
<i>Attendance policies:</i>	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.
<i>Absences from exams and handing in assignments on time:</i>	
<i>Health and safety procedures:</i>	

*Honesty policy regarding cheating, plagiarism, misbehavior:*

--

<b>Course Coordinator:</b>	Rabie OTHMAN	
<b>Head of Department:</b>	Zainah Qasim	
<b>Head of curriculum committee/ School Level:</b>		
<b>Dean:</b>		
<b>Approved by the Program Coordinator/ Head of the Department on:</b>		

<b><u>Copy to:</u></b>
<input type="checkbox"/> <b>Head of Department</b>
<input type="checkbox"/> <b>Assistant dean for Development and Quality Assurance</b>
<input type="checkbox"/> <b>Course Portfolio</b>