

Course Description – Curriculum 2018

Subject: MK315 Pricing & Marketing Profitability

Credits: 3

Prerequisite: MK201 and AC202

Description: The course introduces students to theories, strategies, and methodologies in price setting for profitability in accordance to market situations and product categories. These methodologies include cost-based, competitor-based, and customer value-based pricing. The course will mainly focus on value to customer, price elasticity of demand, breakeven analysis, price segmentation, pricing interrelated products, pricing product assortments, and dynamic pricing.