Course Description

Integrates topics in general marketing, corporate/product strategy and finance to develop product marketing and pricing strategies. Special emphasis will be given to the use of conceptual frameworks and analytical methods that will be used to improve product and price decisions. The concepts and methods will be applied to real-world case studies.

Prerequisite – BAUD 880

Required Textbooks

1) Strategy and Tactics of Pricing
   Authors: Nagle, Hogan and Zale
   Fifth Edition – 2010

2) Analysis of Marketing Planning
   Authors: Lehman and Winer
   Seventh Edition - 2008

Cases

   Atlantic Computer: A Bundle of Pricing Options HBS 2076
   Aqualisa Quartz – Simply a Better Shower   HBS 9-502-030
   Metabical: Pricing, Packaging and Demand Forecasting for a New Weight Loss Drug
   HBS - 4183.

Calculators

Bring a computer/calculator to class

Office Hours: Available by appointment
CLASS PROCEDURES AND POLICIES

This class will be a series of discussions concerning two major topics, creating a business and/or product plan and establishing prices for new and existing products and product portfolios. As will be shown during the class, there is a strong overlap in the approach one takes to accomplish both tasks. Further the class will focus on using these skills to manage new products and/or new businesses. Students will be asked to bring the knowledge gained from reading the text and other relevant business journals before coming to class as well as drawing on their personal experiences in order to actively participate in the discussions. When appropriate, lectures will be presented on technical material however most classes will be taught using the Socratic method of instruction.

CLASS ATTENDANCE & PARTICIPATION

Students are expected to be on time and attend all class sessions. I will follow the college’s policy on attendance that is in the Student Handbook. Class participation is also strongly encouraged. It helps make the class more enjoyable for everyone. Class participation is worth 15% of your grade. It is based on the instructor’s perception of your involvement in class and the insights offered during class discussions.

DURING CLASS

Although, some of you may work part- or full-time, and/or are busy adults, it is important that you come prepared to learn and participate in class. Disruptions (such as unnecessary talking) will not be tolerated in class. Students will be expected to have read the material before class. On a periodic basis in the beginning of the class, there will be quizzes given on assigned reading material. The material covered in the quizzes will be very straight forward and the quizzes will be very easy if you have read the material.

CLASS MATERIALS MISSED

If you cannot attend a class for any reason, it is your responsibility to obtain the class materials. Please have a fellow student collect any extra handouts, articles, and worksheets. Do not contact the instructor if you will be missing a class.

GRADING

A student’s final grade in the course will be based on the following point system:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term</td>
<td>150</td>
</tr>
<tr>
<td>Marketing plan presentation-written*</td>
<td>300</td>
</tr>
<tr>
<td>Project presentation &amp; critiques - oral*</td>
<td>50</td>
</tr>
<tr>
<td>Final examination</td>
<td>200</td>
</tr>
<tr>
<td>Cases</td>
<td>125</td>
</tr>
<tr>
<td>Class attendance &amp; participation</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
</tr>
</tbody>
</table>

Students will be required to give a group oral presentation and draft a written marketing plan that deals with the marketing of a company’s products. Details will be provided at a later date.
The grade you receive in the course is based on the following accumulation of points:

- 900 + Points = A (90% to 100%)
- 800 - 899 Points = B (80% to 89%)
- 700 - 799 Points = C (70% to 79%)
- 600 - 699 Points = D (60% to 69%)
- Below 600 Points = F (59% and below)

**Commitment to Diversity**

Students are expected to show respect for their classmates, themselves, and their instructor by conducting themselves with maturity, demonstrating sincere interest in the ideas of others, and employing good manners. Students are expected to show appreciation for the diversity of backgrounds and skills of their classmates.
### OUTLINE OF TOPICS / LEARNING ACTIVITIES

#### TEST DATES / CALENDAR EVENTS

<table>
<thead>
<tr>
<th>CLASS</th>
<th>CLASS DATES</th>
<th>TOPIC</th>
<th>CHAPTERS</th>
</tr>
</thead>
</table>
| 1     | Feb. 4      | Marketing planning - AMP  
Class introductions and Goal setting | 1 |
| 2     | Feb. 11     | Strategic Pricing – STP  
Defining the Competitive Set - AMP | 1 |
| 3     | Feb 18      | Value Creation - STP  
Industry Analysis – AMP  
Discuss marketing paper and begin to identify marketing idea and team members | 2 |
| 4     | Feb. 25     | Price Structure – STP  
Competitor Analysis - AMP  
Marketing case | 3 |
| 5     | Mar. 4      | Customer Analysis - AMP  
Price Value & Communication – STP | 5 |
| 6     | Mar 11.     | Pricing Policy –Managing expectations - STP  
Metabical case | 5 |
| 7     | Mar. 18     | MIDTERM  
Market potential and sales Forecasting - AMP | 6 |
| 8     | April 1     | Pricing Policy - STP  
**Discuss midterm**  
Case - Atlantic Computer | 6 |
| 9     | April 8     | Price Level – STP  
Developing marketing Strategy – AMP  
How to implement a price increase Handout | 6 |
| 10    | April 15    | Pricing over the Product Life Cycle – STP  
Pricing strategy Implication - STP  
2 in-class cases | 7 |
| 11    | April 22    | Costs-STP  
Pricing Case in class  
Discuss final projects & Begin work on Aqualisa Case | 9 |
| 12    | April 29    | Case Aqualisa Quartz  
Financial analysis - STP | 10 |
| 13    | May 6       | Competition – STP  
Work on paper | 11 |
| 14    | May 13      | **Marketing papers due**  
**Class presentations**  
**Wrap-up and final prep** |  |
|       |             | **Final** |  |

AMP = Analysis for Marketing Planning  
STP = The Strategy and Tactics of Pricing