

Course Unit	Pricing	Field of study	Business Sciences
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	2
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - - TP 60 PL - - TC - - S - - E - - OT - - O - -
Level	1-2	ECTS credits	6.0
Code	9205-714-2104-00-22		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Rui Alexandre Ramos Pires

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the importance of pricing to marketing and its strategy;
2. Understand the different pricing methods;
3. Develop and implement an efficient strategy for pricing;
4. Understand how costs affect pricing decisions and make its breakeven sales analysis;
5. Understand the price as a source of sustainable competitive advantage.

Prerequisites

Before the course unit the learner is expected to be able to:
Understand the marketing fundamentals.

Course contents

Introduction; Development and implementation of pricing strategy; Costs and financial analysis to pricing; Pricing as a sustainable competitive advantage.

Course contents (extended version)

1. Introduction
 - Pricing, marketing and strategy
 - Pricing objectives and strategies
 - Common obstacles to pricing
 - Understanding the human side of pricing
2. Development and Implementation of Pricing Strategy
 - Traditional methods of pricing
 - Strategic pricing and value creation
 - Price structure
 - Price and value communication
 - Pricing policy
 - Price level
 - Pricing over the product life cycle
 - Price strategy implementation
3. Costs and Financial Analysis to Pricing
 - How should costs affect pricing decisions?
 - The role of costs in pricing
 - Relevant, controllable, incremental and avoidable costs
 - Pricing for profit
 - Breakeven sales analysis
 - Sensibility analysis
4. Pricing as a Sustainable Competitive Advantage
 - Understand the pricing game
 - Competitive advantage: the only sustainable source of profitability
 - Reacting to competition: think before you act
 - Managing competitive information
 - When should you compete with the price?

Recommended reading

1. Baker, W. L., Marn, M. V., & Zawada, C. C. (2010). The price advantage (2nd ed.). New Jersey: John Wiley & Sons, Inc. ISBN: 978-0-470-48177-6.
2. Furtwengler, D. (2010). Pricing for profit - How to command higher prices for your products and services. New York: AMACOM. ISBN: 978-0-8144-1517-7.
3. Hill, P. (2013). Pricing for profit: How to develop a powerful pricing strategy for your business. London: Kogan Page. ISBN: 978-0-7494-6767-8.
4. Meehan, J. M., Simonetto, M. G., Montan Jr., L., & Goodin, C. A. (2017). Gestão de rentabilidade e pricing. Coimbra: Actual Editora. ISBN: 978-989694-241-0.
5. Nagle, T. T., & Müller, G. (2018). The strategy and tactics of pricing: A guide to growing more profitability (6th ed.). Oxon: Routledge. ISBN: 978-1-138-73750-1.

Teaching and learning methods

The course unit will be taught through the theoretical contents exhibition (expositive method), followed by the analysis and resolution of case studies (demonstrative method). To promote greater students involvement in the acquisition of knowledge and skills case studies will be distributed in order to proceed to its resolution and analysis.

Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final, Supplementary)
 - Case Studies - 70% (Group work (three or four elements))
 - Final Written Exam - 30% (Final assessment from all course unit contents. Minimum score of 7 points)
2. Final Exam Evaluation - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100% (Final assessment from all course unit contents)
3. Exchange Students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Final assessment from all course unit contents)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Rui Alexandre Ramos Pires	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
03-10-2022	09-10-2022	09-10-2022	09-10-2022