

Course:
Product and Pricing Policy

Semester	Duration	Course character	Workload	Credit Points	Examination form
Fall Semester	once a year 2 SWS	Elective	90 h, divided in 28 h Contact studies 62 h Self studies	3	Presentation Exam

Course coordinator

Bettina Berthold-Löffler (Dipl.Kffr.)

Prerequisites

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Description of the course

Product and pricing decisions are among the key tools of the marketing mix. In this course, students will be able to understand and apply the analysis and planning process for developing product and pricing strategies. Application will be through real-world examples and case studies.

Competency aims

Competence goals of the course are the knowledge of theoretical approaches and methods of pricing and product policy, exercised in practical application to effective case studies. Social, communication and presentation skills are developed in discussion sessions and presentations.

Course components

- **Presentation:** 20% of the final grade will be obtained through a 20-minute presentation during the semester.
- **Examination:** The examination will take place during the examination period at the end of the semester. The date will be determined by the examination committee. The examination time is 90 minutes. The exam is based on the material taught in lecture and discussed in class. It may include multiple-choice questions, true or false statements, short essays, case studies, etc. The exam contributes 80% of the final grade for the course. Students must score at least 50% of the total possible points to be considered passing the course.
- **Readings and Homework:** Students will be assigned some readings (case studies or articles) on relevant topics as homework. These readings will be discussed in class.
- **Attendance and Participation:** Attendance and participation in class is strongly encouraged and contributes to the understanding of the course material. General discussion, asking and answering questions are part of the learning process.

Course Outline

Part 1: Product

- 1.1 Creating value
- 1.2 Fundamentals
- 1.3 Product and/or Services Decisions
- 1.4 Innovations and Launching
- 1.5 Additional Considerations

Part 2: Strategic decisions and tools

- 2.1 Marketing Strategy
- 2.2 Analyzing tools
- 2.3 Strategic options

Part 3: Pricing

- 3.1 Introduction
- 3.2 Setting Prices
- 3.3 Key Pricing Strategies
- 3.4 Effective Pricing

References

The seminar is primarily based on the following references:

Armstrong, G.: Marketing: an introduction, Pearson 2017.

Kotler,P.: Principles of marketing, Pearson 2020.

Lecturer	Course language	Usability in ongoing studies / other studies
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