

Course		
Pricing and Product Policy		
Lecturer	Duration	ECTS/Credit Points
Bettina Berthold-Löffler (Dipl.Kffr.) b.berthold-loeffler@ostfalia.de	2 SWS	3
Course Character	Semester	Course Language
Elective Course	Fall Semester	English
Prerequisites		
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Description of the Course		
Product and pricing decisions are key tools of the marketing mix. In this course, the students will be able to understand and apply analysis and planning process of developing product and pricing strategies. The students are requested to work on effective case studies.		
Course Components		
<ul style="list-style-type: none"> • Readings: Some readings (case studies or articles) on relevant topics will be assigned to the students as homework. These readings will be discussed in class. • Attendance and participation: Attendance and participation in class are strongly recommended and will help to understand the course material. General discussions, asking and answering questions are part of the learning process. • Exam: The exam will be held during the examination period at the end of the semester. The date will be determined by the examination board. The time allowed is 90 minutes. The exam will be based on the materials given in the lecture and discussed in class. It may include multiple choice questions and true or false statements, short essay answers or case studies, etc. The exam contributes 100 % of the final grade of the course. In order to receive a passing grade for the course, students must obtain at least 50 % of the total points available. 		
Preparation For and Participation in Class		
As continuous participation is expected, it is important for students to have completed the assigned readings so that they can actively take part in class discussions.		
Course Outline		
Part 1: Marketing Mix <ul style="list-style-type: none"> 1.1 Framework 1.2 Marketing Strategy 1.3 Analyzing tools 1.4 Strategic options Part 2: Product <ul style="list-style-type: none"> 2.1 Introduction and Fundamentals 2.2 Product and/or Services Decisions 2.3 Innovations and Launching 2.4 Product Life-Cycle Management 2.5 Branding 		

2.6 Additional Considerations

Part 3: Pricing

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

References

The seminar is primarily based on the following references:

Kotler,P.; Keller K.L.: Marketing Management, Pearson 2015.

Kotler,P.: Principles of marketing, Pearson 2015

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.