



## **“Recent Developments in Pricing” (B321D)**

### **I. Type of seminar**

Students are familiar with the effects different pricing strategies can have on firm sales, revenue, and profit. Students will be able to use recent academic developments to solve pricing management problems. Students will know how to present their pricing approaches and problem solutions to an audience.

### **II. Topics and introductory reading material**

The seminar will cover four pricing topics: reference prices, customer preferences, price promotions, and revenue management. Students will acquire theoretical knowledge on these topics and are asked to discuss them critically in a specific corporate setting. Besides acquiring pricing knowledge, emphasis is placed on critical assessment of a managerial situation. Moreover, students learn how to develop and present their findings effectively.

### **General recommended literature:**

Ailawadi, K. L., Lehmann, D. R., & Neslin, S. A. (2001). Market Response to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble’s Value Pricing Strategy. *Journal of Marketing*, 65(1), 44–61.

Green, P. E., Krieger, A. M., & Wind, Y. (2001). Thirty Years of Conjoint Analysis: Reflections and Prospects. *Interfaces*, 31(3\_supplement), 56–73.

### III. Dates

October 19 <sup>th</sup> until November 1 <sup>st</sup> , 2020 (23:55pm)	Online application via ILIAS
November 5 <sup>th</sup> , 2020 (12 s.t. – 3.30pm)	Introduction into topics on pricing and price differentiation/ - price dynamization, presentation workshop
November 19 <sup>th</sup> , 2020 (9am s.t. – 10.30am)	Q&A session (telephone conference)
December 15 <sup>th</sup> , 2020 (8pm s.t.)	Upload Presentation in ILIAS (this file will be only visible to the Chair)
December 17 <sup>th</sup> , 2020 (8am s.t. – 6pm)	Topic presentation

### IV. Course credits

Students can obtain course credit (6 ECTS). To obtain course credit students must meet the following criteria:

- Students participate in all meetings listed above
- Students submit their 10 page presentation on time
- Students present during the colloquium
- Students actively participate during the colloquium

### V. General Information

Limited to 25 participants. Registration will open on Monday, October 19, 2020 on ILIAS - end of registration time: Sunday, November 1, 2020 (23:55pm). Link is announced here ([https://ovidius.uni-tuebingen.de/ilias3/goto.php?target=crs\\_2700608&client\\_id=pr02](https://ovidius.uni-tuebingen.de/ilias3/goto.php?target=crs_2700608&client_id=pr02)).

Please upload your official transcript on ILIAS.

If the number of applications exceeds the number of places available, we unfortunately will not be able to accept all of the applicants. In this case, a random selection will be made from all the applications received.

Lecturer: Dr. Amadeus Petzke, Associate Director and Leader BCG Pricing Enablement Center in Europe and Dr. Andrea Künnen, Consultant at BCG's Marketing, Sales and Pricing Practice.

Tübingen, August 2020