



“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

September 1 st until October 10 th , 2021	Online application via Alma
November 26 th , 2021 (12 s.t. – 3pm)	Introduction into topics on pricing and price differentiation/ - price dynamization, presentation workshop Room tba
December 10 th , 2021 (1pm s.t. – 2pm)	Optional Q&A session (virtual session)
January 19 th , 2022 (8pm s.t.)	Upload presentation in ILIAS (this file will be only visible to the Chair)
January 21 st , 2022 (all day)	Topic presentation Room tba

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 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 September 1, 2021 on Alma - end of registration time: October 10, 2021.

Please upload your official transcript on ILIAS. Link is announced here (https://ovidius.uni-tuebingen.de/ilias3/goto.php?target=crs_2700608&client_id=pr02). You are required to upload your official transcript. Only complete application sets will be considered.

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, Project Leader at BCG's Marketing, Sales and Pricing Practice.

Tübingen, September 2021