



“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

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| From September 1 until October 22, 2024 | Online application via Alma |
| December 9, 2024 (3 pm – 6 pm s.t.) | Introduction into topics on pricing and price differentiation/ - price dynamization, presentation workshop (virtual session) |
| January 8, 2025 (3 pm – 4 pm s.t.) | Q&A session (virtual session) |
| January 19, 2025 (8 pm s.t.) | Upload presentation in ILIAS (this file will be only visible to the lecturers) |
| January 23/24, 2025 (from 9 am s.t. all day) | Topic presentation (in person) |

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, 2024 on Alma - end of registration time: October 22, 2024.**

If the number of applications exceeds the number of places available, a random selection will be made from all the applications received.

Lecturer: Dr. Andrea Künnen, Head of Strategy Packaging and Consumer Goods – Henkel Adhesive Technologies, New Jersey, USA and Dr. Amadeus Petzke, Partner | Customer & Marketing Market Offering Lead Product & Pricing Deloitte Consulting GmbH in Germany.

Tübingen, September 2024