





5 credits	30.0 h	Q1
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Teacher(s)	Ducarroz Caroline ;Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Aims	<p><b>Competencies</b></p> <p>Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> <li>• Master knowledge</li> <li>• Apply a scientific approach</li> <li>• Work in team and show leadership</li> </ul> <p><b>Learning outcomes</b></p> <p>1 During this course:</p> <ul style="list-style-type: none"> <li>• Students apprehend the multiple side of price, with topics of discussion including pricing of tangible goods and services; they are equipped with the frameworks and latest thinking on <b>assessing and formulating companies' pricing strategies</b>.</li> <li>• Students understand the process of making <b>pricing decisions</b> and master <b>advanced approaches for setting prices</b>.</li> <li>• They learn about consumers' pricing process and perceptions and the relationship between <b>price, quality and value</b>.</li> <li>• They master articles from the scientific and managerial literature on Price Management.</li> </ul> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Student evaluation will be determined by:</p> <ul style="list-style-type: none"> <li>• <b>A written exam (65% of the final grade):</b> students will have to face questions on the content of the course, including (1) scientific and managerial articles discussed in class; (2) case studies and exercises (with use of a statistical software); (3) the content linked to value-based pricing (international company)</li> <li>• <b>Team work (20%):</b> students will have to run a team work on a given advanced method on setting prices. Specific instructions will be provided during the first session.</li> <li>• <b>Individual treatment of articles and involvement in class discussion (15% of final grade):</b> students are asked to write a <u>written summary and an appreciation</u> of the scientific and managerial articles that they will face during the class, and to discuss these articles in class. Specific instructions and evaluation criteria will be provided during the first session.</li> </ul> <p>In case the student fails the course, only the "written exam" part can be improved (the grades linked to the group project and to the treatment of articles/involvement in class discussion cannot be improved).</p> <p>More information on evaluation methods will be provided during the first class session.</p> <p>The professors may transform the written exam in an oral exam if less than 4 students are registered to the exam.</p>
Teaching methods	<p>Sessions alternate lectures on theoretical aspects, case studies, practical exercises on computer (with statistical software), and discussion on scientific and managerial articles. Students will thus have to do preliminary work before some sessions (preparing case studies and reading articles).</p> <p>The partnership raised by the Professors with an international company (BASF) allows students to work on a specific topic linked to Price Management (for instance, value-based pricing), through a theoretical session and a case study (real data) provided by this company.</p> <p>A team work, built upon several stages and containing field data collection, is run by students on an advanced pricing method.</p>
Content	<p>Pricing is one of the most important but least understood marketing decisions: « If effective product development, promotion, and distribution sow the seeds of business success, effective pricing is the harvest. » (T. Nagle).</p> <p>This course does focus on the concept of Price, as an integral part of the consumer decision process and of company decisions in terms of price. The first part focuses on the way consumers perceive prices; the consumer's perceptions of price, quality and value are studied, in the setting of products as well as services. The second part focuses on the way that a company inserts price in its global strategy, and on understanding and mastering advanced (aggregate and individual; static and dynamic) price setting methods. Special attention is provided to</p>

	<p>value-based pricing, thoroughly studied thanks to the partnership implemented with BASF company (worldwide leader in Chemistry).</p> <p>Alternating lectures, case studies, practical exercises and scientific/managerial articles reading leads to discover the latest scientific progress in terms of Price Management and to face companies' world (especially with our partnership with international companies).</p> <p>More precisely, the main themes are:</p> <p>Introduction : Price as a part of Marketing Mix</p> <p>Part 1: Price and Consumer's Choice</p> <p>I.1. Price, Quality and Consumer's information</p> <p>I.2. Price and Consumer's perceptions</p> <p>I.3. Price and its Impact on Demand</p> <p>Part 2: Price and Company Decisions</p> <p>II.1. Company Objectives and Key Variables when Setting Prices</p> <p>II.2. Pricing Methods – Static Approach</p> <p>II.3. Segmentation and Pricing Strategy: Price Differentiation</p> <p>II.4. Price as a Tactic and Strategic Instrument</p> <p>II.5. Price and Internet: Dynamic Approach of Prices</p> <p><u>Learning outcomes:</u> This course does prepare students, our managers of tomorrow, to manage prices. During this course:</p> <ul style="list-style-type: none"> <li>- Students apprehend the multiple side of price, with topics of discussion including pricing of tangible goods and services; they are equipped with the frameworks and latest thinking on <b>assessing and formulating companies' pricing strategies</b>.</li> <li>- Students understand the process of making <b>pricing decisions</b> and master <b>advanced approaches for setting prices</b>.</li> <li>- They learn about consumers' pricing process and perceptions and the relationship between <b>price, quality and value</b>.</li> <li>- They master articles from the scientific and managerial literature on Price Management</li> </ul>
<p>Inline resources</p>	<p>Moodle (Student Corner)</p>
<p>Bibliography</p>	<p><b>Support de cours</b></p> <p>Le matériel pédagogique, à disposition des étudiants sur Moodle (Student Corner), est composé de :</p> <ul style="list-style-type: none"> <li>• Slides (écrans Power Point)</li> <li>• Etudes de cas</li> <li>• Articles scientifiques et managériaux à lire et à préparer.</li> </ul> <p><b>Références bibliographiques recommandées, lectures conseillées :</b></p> <p>Cette liste est loin d'être exhaustive. Les sources citées peuvent s'avérer intéressantes pour tout étudiant désireux d'en savoir davantage sur les sujets abordés.</p> <p>[1] B.L. ALFORD, B.T. ENGELLAND (2000), « Advertising Reference Price Effects on Consumer Price Estimates, Value Perception, and Search Intention », Journal of Business Research, Vol. 48, 93-100.</p> <p>[2] P. DESMET, M. ZOLLINGER (1997), Le Prix : de l'Analyse Conceptuelle aux Méthodes de Fixation, Editions Economica (Gestion), Paris.</p> <p>[3] R. J. DOLAN (1995), « How Do You Know When the Price is Right », Harvard Business Review, Sept.-Oct. 1995, 174-183.</p> <p>[4] R. J. DOLAN, H. SIMON (1996), Power Pricing : How Managing Price Transforms the Bottom Line, The Free Press, New York.</p> <p>[5] P. EIGLIER (2004), Marketing et Stratégie des Services, Editions Economica (Gestion), Paris.</p> <p>[6] A. KRISHNA, R. BRIESCH, D. R. LEHMANN, H. YUAN (2002), « A Meta-analysis of the Impact of Price Presentation on Perceived Savings », Journal of Retailing, Vol. 78, 101-118.</p> <p>[7] J.-M. LEHU (1999), La Fidélisation Client, Editions d'Organisation, Paris.</p> <p>[8] A. PALMER (2005), Principles of Services Marketing, McGraw-Hill Education, 4th Edition, Berkshire (United Kingdom).</p> <p>[9] R. T. RUST, A. J. ZAHORIK, T. L. KEININGHAM (1996), Service Marketing, HarperCollins College Publishers, New York.</p> <p>[10] H. SIMON, F. JACQUET, F. BRAULT (2011), La Stratégie Prix : Le Pricing, Levier Indispensable Pour Augmenter Votre Rentabilité, Editions Dunod, Paris.</p> <p>[11] H. SIMON, F. BILSTEIN, F.LUBY (2006), La Rentabilité Avant la Part de Marché, Economica, Paris.</p> <p>[12] T.J. SMITH (2012), Pricing Strategy: Setting Price Levels, Managing Price Discounts, &amp; Establishing Price Structures, South-Western, Cengage Learning.</p> <p>[13] K.W. WESTBROOK and R.M. PETERSON (1998), « Business-to-Business Selling Determinants of Quality », Industrial Marketing Management, Vol. 27, 51-62.</p> <p>[14] V. A. ZEITHAML (1988), « Consumer Perceptions of Price, Quality, and Value : A Means-End Model and Synthesis of Evidence », Journal of Marketing, Vol. 52, July, 2-22</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	<a href="#">GESM2M1</a>	5		
Master [120] in Business Engineering	<a href="#">INGM2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [120] in Business Engineering	<a href="#">INGE2M</a>	5		