



## MGT/MGP/MGB 234 Pricing

Professor Renna Jiang  
Spring 2013

### 1. General Information

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Office Hrs: Wednesdays, by appointment

#### Class Meeting Times:

Section	Location	Days	Time
Daytime (MGT)	1213 Gallagher	Thursdays	9-11:50am
Sacramento (MGP)	2205 Sac Ed Ctr.	Thursdays	6-9pm
Bay Area (MGB)	1504 BISRCH	Fridays*	2-5pm, 6-9pm

\* Class meeting dates: 4/5, 4/19, 5/3, 5/17, 5/31/2013

Course website: <https://smartsite.ucdavis.edu>

#### Description of Course

This course concerns the Pricing P of the 4P's of marketing. Of these four tools of marketers only price contributes directly to revenues and profits. Therefore, pricing is a critical activity that determines the success or failure of the firm. The course combines lectures, cases and homework to teach students tools and skills necessary to analyze pricing situations, make pricing decisions, and implement them, in a systematic manner. Topics covered will include the analysis of the 3C's of pricing: consumers, costs, and competition; pricing methods and techniques; pricing tactics; and how different industry conditions lead to different pricing structures.

#### Prerequisites:

202A (Markets and the Firm); 203A (Data Analysis for Managers)

### 2. Grading

There are 4 group homework assignments, each worth 10% of course grade. The rest of course grade is determined by 10% class participation, and 50% final exam.

The purpose of the homework assignments is to prepare you for the final exam. There will not be “sample” finals.

### **a). Class Participation**

Simply attending the class is not considered “participation”. When assigning class participation score, I look for useful contributions: interactions during the lecture and case discussion.

In the course schedule (a separate document), I will provide “preparation questions” to help you prepare for lectures. Please prepare these questions before lecture. You do not need to submit anything. These questions are meant to get you ready for class.

Students find case discussions a valuable part of the course. Effective discussions are only possible if everyone is well prepared. It is important that you come to class prepared to defend your analysis of the case carefully.

During the case discussion, it is imperative to introduce your analysis. This may entail constructively challenging other opinions and analyses. The benefit that you will derive from this course will depend upon the extent to which you expose your own viewpoints or conclusions to the critical judgment of the class. You should view class participation both as an opportunity to ask questions to enhance your understanding as well as an opportunity to demonstrate your critical analysis of the material.

Each case we discuss reflects a recent real-world situation. There is a strong temptation to bring in one’s own expertise on these topics. While this is appreciated, please focus your analyses on material presented in the case.

Lecture slides are uploaded to the course website about one week before lecture date. You can print them out and bring to class.

Attending the section in which you are not registered is not encouraged, since space in a classroom is limited.

### **b). Group Homework**

There are 4 group homework assignments that can be done in groups of 2 to 4 people.

There are no formal page limits for these assignments. However, you should not need more than a few pages if you have done things correctly. The more material you submit, the more likely it is that I will not be able to interpret your analysis.

Because I upload homework solutions to the course website soon after lectures, late homework is not accepted under any circumstances. If you anticipate a problem, please submit the homework earlier.

There is a temptation to use your group as means of dividing up the workload. However, I strongly encourage you to work through each assignment together. Carefully working through the homework assignments is the best method of learning this material. Also, several of the later homework assignments build on earlier homework assignments. The questions in final exam are analogous to the homework.

### **c). Final Exam**

As of today, the exam is not written. However, I suspect it will be roughly  $\frac{3}{4}$  questions and  $\frac{1}{4}$  case. The questions will be analogous to the homework; the case will be a short case that you can read in class and analyze. If for some reason I select a longer case, I would distribute the case in advance.

The final exam is held in class during final exam's week. Check the schedule on <http://students.gsm.ucdavis.edu/>.

You do not have to write the final exam in the section for which you are registered. But email me one week ahead if you plan to take the final exam in other sections. Other than that, there is no re-scheduling of the final exam.

### **d). Re-grading Policy**

Your course grade will only be reviewed after a written request is received. Please consider the following before submitting material for re-grading:

- Marginal changes in a score are unlikely to change a course grade.
- The instructor reserves the right to review and re-grade all material - not just the material in question.

## **3. Course Materials**

### **a). Text**

You are not required to buy any textbook. Lecture slides are your electronic textbook. In most slides where you see a graph or table, you can double click on it. The underlying spreadsheet used to generate it will pop out. You can see the calculation and data I used to create the graph or table.

However, if you are long on cash and would like to have a reference book, I would buy: the latest edition of Nagle and Hogan: "The Strategy and Tactics of Pricing", Fourth Edition, Prentice-Hall, 2006. It is a nice reference. No homework/exam question will come directly out of this book.

**b). Course Packet**

The packet is organized chronologically. The course packet is required.

**c). My notes**

I have created short notes on select topics. These will be available on the course web site.

**d). Handouts**

Please see the web site (<https://smartsite.ucdavis.edu>) for handouts and lecture slides.

e). SPSS software is NOT required.