

GETTING GSM CAMPUS READY BAY AREA PROGRAM - COVID SAFETY PROCEDURES



Keeping our community safe and healthy will require patience, consideration and empathy. Welcome back to campus for a unique year. We are in it together and are here for you!

BEFORE YOU ARRIVE AT THE BAY AREA CAMPUS

Please assess how you are feeling. **DO NOT COME TO CAMPUS IF YOU ARE NOT FEELING WELL.** Err on the side of caution. Your professors and organization leaders will not penalize you for staying home.



While on campus and in the building, we expect you to follow these guidelines:

- A manual Daily Symptom Survey will be done upon entrance which is required to be on campus. Everyone must pass the screening upon entrance into the building.
- Wear a face covering at all times (indoors and outdoors). **Masks are still mandated by campus.**
- Maintain social distancing of six feet from other individuals.
- Wash your hands frequently or use hand sanitizer. The GSM is providing several hand sanitizer stations located throughout the building.
- Stay home if you are sick.
- Employees and students must report a COVID-19 diagnosis for themselves or someone with whom they share a residence. To report a positive case or concern, email reportcovid@ucdavis.edu. You may also visit the [Campus Reporting](#) website for more information.

All guidelines follow [Campus Policy 290-01](#). While in the building, please follow the safety signage posted throughout the building. Signage has been placed for your safety. We appreciate your cooperation to keep yourself and others safe. If you have any questions or concerns about COVID Safety procedures and protocol, please contact:

Christina Sanchez (chrsanchez@ucdavis.edu)
Director of Project & Instructional Resources
530-574-7438 (cell)





MGB 234: Pricing

Summer 2021 Course Syllabus

Professor: Jesse Catlin
E-Mail: jrcat@ucdavis.edu (this is the best way to contact me)
Course webpage in Canvas: <https://login.canvas.ucdavis.edu/>

Class Time/Location: Hybrid class format consisting of recorded (asynchronous) content and live meetings in BR-1503.

- Meeting Time/Dates:
 - Fridays 2:00pm-5:00pm
 - Meeting Dates: 6/25, 7/16, 7/30, 8/13, 8/27
 - Final Exam: 9/3 (Details TBA)

Office Hours: By appointment. Just send an email and we can set up a meeting by phone or Zoom.

Required Materials:

1. **Harvard Coursepack:** Some of the course readings must be acquired by each student directly from Harvard Business Publishing (fee applies) using the following link: <https://hbsp.harvard.edu/import/832234>
2. **Additional Articles:** Some of the course readings can be accessed electronically at no charge through the UC Davis library website. Separate instructions on how to access these articles will be posted to Canvas (see Announcements section).
3. **Textbook:** Tim J. Smith, *Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures*, ISBN: 0538480882. Used versions of the textbook are fine.

Course Summary and Goals:

Pricing is a key component of a firm's marketing mix (i.e., 4Ps of Marketing). As such, it represents one of the most critical aspects of a firm's strategy and has a direct impact on the firm's profitability and long-term success. In this course, we will explore pricing from both a quantitative and qualitative perspective, using insights from economics and consumer psychology. Topics covered will include pricing strategies, methods used to set price, pricing tactics and promotions, pricing structures across industries, and current trends in pricing. The overall goal of this course is to arm students with the tools and skills necessary to analyze pricing situations, make pricing decisions, and implement them, in a systematic manner.

Basis for Final Grade:

Individual Short Case Write-Ups (3 @ 5% of grade each; 15% of grade total): Each student will write a single page (1.5 spacing, size 12 font) summary of each of three assigned cases. Instructions for these short case write-ups will be provided separately.

Individual Long Case Write-Up (20% of grade): Each student will prepare a formal case write-up for the Metabical case. Full instructions will be provided separately on the course website. The case write-up should be no more than 6 pages of text (1.5 spacing, size 12 font required). Tables, figures, and other exhibits do not count toward this limit.

Pricing Project Presentation (30% of grade): Each group will deliver an approximately 20-30 minute presentation (exact length to be determined based on the number of groups) in which they propose and outline an innovative change to the pricing strategy of an existing company that you believe would improve its industry standing (i.e., profitability, market share, etc.). There is no written report required to accompany the presentation; thus, it is important that the presentation be well-executed and clear. Creativity is encouraged. Detailed instructions for this group project will be provided separately.

Final Exam (25% of grade): The final exam will consist primarily of short answer and essay questions, including some basic calculations. The goal of the final is to assess students' comprehension of and ability to apply basic course concepts. More details about the final will be provided in class.

In-Class Exercises and Participation (10% of grade): Participation in this course is assessed based on performance during in-class exercises and contributions to class discussions. Note that exercises not finished in class may be assigned as homework as needed. Contributions to in-class discussions are evaluated not only based on quantity, but also quality of comments and insights. Excessive absences (more than 1 session) can also have a negative impact on course grade.

Grading: Letter grades will be assigned based on the criteria outlined in the most current GSM policies and procedures (https://gsm.ucdavis.edu/sites/main/files/file-attachments/gsm_policies_and_procedures_0.pdf).

Instructional Approach and Classroom Atmosphere: As a graduate course, a significant portion of the class will be dedicated to discussing real-world business cases and scenarios. I pledge to do my part by facilitating a thought-provoking, interactive class environment with plenty opportunities for us to explore and apply course concepts together. These sessions are intended to allow us, as a group, to dive deeper into various scenarios and think critically about the issues while applying them to actual situations faced by companies. In order for these discussions to be productive, it is imperative that students complete the assigned readings in full prior to each class.

In addition to attending and preparing for class, students are asked to behave in a professional manner in the classroom. This includes treating others with respect and abiding by the UC

Davis Principles of Community (<http://occr.ucdavis.edu/poc/>). Students are also asked to refrain from other forms of disruptive behavior which includes the inappropriate use of technology (e.g., texting, instant messaging, email, web surfing), “side-talking” in class, lack of preparation or effort during class, frequently arriving late/leaving early, etc.

Academic Code of Conduct: Students are expected to be aware of and adhere to the UC Davis Academic Code of Conduct. Available at: <http://sja.ucdavis.edu/files/cac.pdf>

Feedback and Communication: It is my personal goal to make this an enjoyable and informative course. I strive to be as accessible to students as possible and to be a helpful resource. Please feel free to contact me directly at any time if you have any questions, comments, or concerns.

Note on Group Work: Some of the work required in this course will be completed in groups. The general policy is to give all members of a group the same score to reflect the collective nature of the assignment. However, it is acknowledged that situations do occur where group member(s) may not contribute adequately. Alternately, there are also situations in which group member(s) go above and beyond expectations in their contribution. Peer assessments will be collected after the completion of the last group assignment. At the professor’s discretion, individual grades may be adjusted to reflect level of contribution.

Course Schedule: The schedule and outline below provides complete overview of the course. The row for each week indicates the topic(s) to be covered, readings to be completed in preparation for the class meeting, and assignment(s) due.

Week	Topic(s)	Required Readings (prior to class)	Due (prior to class)
Weekend 1			
	<ul style="list-style-type: none"> • Introductions • Syllabus • The Importance of Price • Pricing Methods • Conjoint and Breakeven Analysis 	<ol style="list-style-type: none"> 1. Article: <i>How Do You Know When the Price is Right?</i> 2. Text Chaps 1 & 2 1. Case: <i>Biopure Corporation</i> 2. Text Chaps 3 & 4 	<p>Biopure Short Case Write-Up Due (Individual)</p>
Weekend 2			
	<ul style="list-style-type: none"> • Metabical Case Discussion • Psychology of Pricing 	<ol style="list-style-type: none"> 1. Case: <i>Metabical: Pricing, Packaging, and Demand Forecasting for a New Weight-Loss Drug</i> 2. Article: <i>Note on Behavioral Pricing</i> 3. Article: <i>Sometimes, We Want Prices to Fool Us</i> (NY Times) 4. Text Chap 5 	<p>Metabical Case Write-Up Due (Individual)</p>

Week	Topic(s)	Required Readings (prior to class)	Due (prior to class)
	<ul style="list-style-type: none"> Price Segmentation 	<ol style="list-style-type: none"> Case: <i>Coca Cola's New Vending Machine</i> Text Chap 6 	
Weekend 3			
	<ul style="list-style-type: none"> Price Promotions Class Exercise: Analysis of Price Promotions (Social Deal Exercise) Price Structures – Two-Part Tariffs, Tying, and Add-Ons 	<ol style="list-style-type: none"> Case: <i>Culinarian Cookware: Pondering Price Promotion</i> Text Chap 7 Text Chaps 9 & 10 	Culinarian Cookware Short Case Write-Up Due (Individual)
Weekend 4			
	<ul style="list-style-type: none"> Versioning & Bundling Subscriptions Yield Management Pricing Innovations and Dynamic Pricing Class Exercise: Hotel Room Pricing 	<ol style="list-style-type: none"> Case: <i>Keurig at Home</i> Article: <i>Versioning: The Smart Way to Sell Information</i> Text Chaps 11 & 12 Article: <i>How to Reap Higher Profits with Dynamic Pricing</i> Text Chaps 13 & 14 	Keurig Short Case Write-Up Due (Individual)
Weekend 5			
	<ul style="list-style-type: none"> Pricing Project Presentations Wrap Up 		Presentation Review Assignment
Final			
	<ul style="list-style-type: none"> Final Exam 		

Important Note: If necessary, the contents of this syllabus and the course schedule are subject to change. Please check Canvas regularly for course updates.