UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Price Management

2627-2-F7704M011

Learning objectives

The Price Management course aims to explore price management, one of the fundamental levers of marketing, with a strategic approach oriented towards profitability.

- Knowledge and understanding. Students will acquire advanced knowledge of the main theories and methodologies underlying strategic price management, understanding the role of pricing as a fundamental lever of the marketing mix and its impact on corporate profitability.
- Ability to apply knowledge and understanding. Students will be able to apply quantitative and qualitative methods to the analysis and definition of pricing strategies, translating theoretical frameworks into operational decisions consistent with the company's strategic objectives.
- Making judgment. Students will learn to critically evaluate pricing decisions in complex competitive contexts, integrating market, behavioral, and financial variables to formulate independent and reasoned recommendations in situations of uncertainty.
- Communication skills. Students will be able to present and discuss pricing analyses and strategies rigorously and effectively, using appropriate technical language and supporting their arguments with quantitative data and strategic reasoning.
- Learning skills. Students will develop the conceptual and methodological tools necessary to independently update themselves on the evolution of pricing practices (e.g., digital and AI use) for professional roles or advanced research in marketing and business management.

Contents

1. Price positioning
2. Analysis of price determinants
3. Price formation
4. Price differentiation e price structures
5. Price strategies in different competitive contexts

Detailed program

1. **Price Positioning Strategies**
   a. Low, Medium, and Premium Price Positioning
   b. Minimum and Luxury Price Positioning
2. **Analysis of Price Determinants**
   a. Economic Analysis: The Role of Elasticity
   b. Behavioral Analysis: Psychological Effects on Price
3. **Price Formation**
   a. Cost-Oriented Formation
   b. Competition-Oriented Formation
   c. Demand-Oriented Formation
4. **Price Differentiation and Price Structures**
   a. Price Differentiation
   b. Price Structures
5. **Pricing Strategies in Different Competitive Contexts**
   a. Retail
   b. Tourism

Prerequisites

Since this is an advanced marketing course, it is recommended to have attended a basic marketing course (e.g. in an undergraduate degree).

Teaching methods

Lectures, class discussion.
Guest speaker from business.
In detail:

- 42 hours of lectures, each 2 hours long.

Assessment methods

Attending students:
Final written exam (2 exercises, 2 closed-ended questions, 2 open-ended questions)
Extra points for class participation and case discussions, awarded as follows:

- 2 for assiduous and active participation;
- 1 for inconsistent and/or insignificant participation;
- 0 for low or no participation.

Non-attending students: oral exam

Textbooks and Reading Materials

Simon, H., Zatta, D. e Fassnacht, M. (2013) Price management - Vol. 1: Strategia, analisi e determinazione del prezzo, Franco Angeli. Capitoli: 1-6

Lecture slides and any other materials used in class will be made available on e-learning.

Semester

Second semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | INDUSTRY, INNOVATION AND INFRASTRUCTURE