MKT 536 - Pricing Strategies

You Should Take This Class If You

- Are interested in increasing firm or product profitability. McKinsey study has found that 1% increase in price realization in Fortune 1000 companies can increase profit by 12.3%
- Are interested in how social media, big data and globalization has created opportunities as well as challenges on how managers can use pricing to enhance firm profitability or market share.
- Are interested in learning about key pricing concepts and how firms like Google, Amazon, are using online data to build pricing models to increase customer demand.

Course Description

- The class will cover key pricing concepts and analytical techniques, using customer, company and competitive information.
- The class will discuss pricing strategies of leading companies in USA like consumer product companies (e.g. Apple, P&G), B2B companies (Google, Amazon, Pharmaceuticals) and services (e.g., Netflix, Spotify, Uber) and also market leaders in large emerging markets in Asia.
- The class will use offline data (e.g., grocery chain) and online data (e.g., Google Adwords, Amazon), to build pricing models to increase profitability or customer demand.

Deliverables

- Course Participation & Case Analysis
- Building pricing models using real data (e.g., Google Adwords; Amazon).
- In class exam
- Pricing Project

Course Essentials

16534
Monday
6:30- 9:30pm

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