

**TUTORIAL COURSE FORM**

**2022-2023 ACADEMIC YEAR**

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	Price Strategies
<b>Name of the professor</b>	Assoc. Prof. Alexandru Maxim
<b>Email of the professor</b>	maxim.alexandru@uaic.ro
<b>Office of the professor</b>	Office B512a
<b>Consultation hours</b>	Consultations to be scheduled via e-mail
<b>Semester(s) in which the tutorial course is available</b>	1 <sup>st</sup> and 2 <sup>nd</sup> semester
<b>No. of ECTS credits</b>	6 credits
<b>Level of study (bachelor/master/PhD)</b>	Master
<b>Short description/Contents</b>	This is a specialized course in the field of Marketing that seeks to demonstrate the factors of influence and the methods through which an adequate pricing strategy for products or services can be established. We will cover topics such as: Value analysis, Analysis of costs, demand, competition and quality as influence factors, Pricing policy, Price structure, Interactive pricing and others.
<b>Assessment/Evaluation</b>	Students need to complete an individual assignment in which they project the sales of a product/service, outline the marketing strategy, calculate the fixed and variable costs, establish an adequate price level and pricing policy, perform a financial analysis.
<b>Bibliography</b>	<p><b>Compulsory reading:</b>          Thomas T. Nagle, Georg Müller (2018) The strategy and tactics of pricing. A guide to growing more profitably. New York: Routhedge</p> <p><b>Optional reading:</b>          Simon Hermann, Fassnacht Martin (2019) Price Management: Strategy, Analysis, Decision, Implementation. New York: Springer</p> <p>Bryan K. Orme (2014) Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research, 3rd edition. Manhattan Beach: Research Publishers LLC</p>
<b>Observations</b>	A minimum grade of 5.00 out of 10.00 is necessary to pass.