

MANAGEMENT DEVELOPMENT PROGRAMMES

MARKETING

Course Title	: PRICING STRATEGIES: MEASURING, CAPTURING, AND RETAINING VALUE
Course Code	: Mktg: PS:MC&RV
Course Overview	: In Pricing Strategies, participants will learn how to capture maximum value for their products or services. This course guides participants through a series of decision models for pricing and revenue growth management that they can use across diverse industries, product categories, and competitive landscapes. They will explore complex pricing decisions such as new product introductions, products with short lifecycles, dynamic pricing, and bundling products and services. They will factor in the lifetime value of their customers, their willingness to pay, price elasticity, their competitors' likely countermoves and their organisation's level of tolerance for risk.
Target Audience	: This course is essential for anyone responsible for designing, evaluating and implementing pricing strategies or for executives charged with ensuring the overall profitability of the organisation. In particular mid to senior-level executives in product development, marketing or accounting and finance will benefit from this course.
Selected Session Topics	: <ul style="list-style-type: none"> - Managing price competition - Pricing for product lines and new products - Pricing strategies to manage the distribution channel - Financial impact of pricing decisions - Assessing the lifetime value of customers - Price elasticity: measurement and implications - Price discrimination and performance-based pricing - Pricing tactics that capture value
Key Take-Away	: <ul style="list-style-type: none"> - Gain confidence by understanding the fundamentals of pricing. - Acquire quantitative techniques for making profitable pricing decisions. - Find pricing opportunities to distinguish your product or service. - Understand customer willingness to pay and its relationship to different pricing structures. - Learn the latest pricing practices across diverse industries.

