



JM

Consumer Pricing

MK-699 - Late Spring 2020



Course Syllabus



Sacred Heart
UNIVERSITY

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Professor Jose Mendoza, DBA

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COURSE INFORMATION

Professor: Jose Mendoza, DBA

Email: mendozaj23@sacredheart.edu

Phone: (203) 416-3463

Class hours: Thursday, 6:30 pm – 9:30 pm

Office hours: M-F, 2:00 pm - 6:00 pm

Webex: [http://sacredheart.webex.com/meet/](http://sacredheart.webex.com/meet/mendozaj23)

mendozaj23

Pre-requisite: None

COURSE CATALOG DESCRIPTION

MK 699 Consumer Pricing, 3 CH

Consumer pricing is regarded as the most important variable in the marketing mix. More, pricing has many roles during the purchasing process. In this course, we seek to understand the consumer pricing process, including pricing research and pricing optimization. Moreover, in this course, the student will understand the purchasing process, psychologies of pricing, and strategic and tactical pricing techniques.



C

Course Requirements

Books (Recommended)

The Strategy and Tactics of Pricing

By Thomas T. Nagle, Georg Müller (Author)

ISBN: 113873750X, 978-1138737501

Available as an e-book, Hardcover, Softcover, and rental.

Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research, 2nd. Edition

By Orme, B.

ISBN: 978-0972729772 (Paperback)

Also available as an e-book.

Software

The exercises in this course will use the Discover software by Sawtooth Software. This is a cloud-based software and requires no installation. Rather, students can access the software from an up-to-date browser.

The link to the software is: <https://discover.sawtoothsoftware.com>



G

Grading

“In God we trust. All others must bring data.”

W. Edwards Deming



Grading

The course relies on continuous grading. In other words, there are a series of assignments, throughout the course, rather than a traditional mid-term and a final exam. Moreover, the hands-on nature for this course demands individual assignments rather than group projects. By working in an individual basis, students will be able to demonstrate command of the topics presented in class. Moreover, in a graduate course like this, most of the students work during the day, thus making difficult to work in group projects.

	Points	Due Date
Weekly Assignments	60 points	Weekly
Pricing Strategy	30 points	June 18th, 2020
Participation	10 points	March 22nd, 2017

Grading scale

Letter grades will be determined using the following scale:

A = 92.5 cumulative or better	A- = 89.5 – 92.4	B+ = 86.5 – 89.4
B = 82.5 – 86.4	B- = 79.5 – 82.4	C+ = 76.5 – 79.4
C = 72.5 = 76.4	C- = 69.5 – 72.4	C- = 69.5 – 72.4
D+ = 66.5 – 69.4	D = 59.5 – 66.4	F = Below 59.5



Assignments

Assignments must be submitted to Blackboard, by noon (EST), on the due date. All assignments are individual. Students can review their grading at the Grading Center. Please, give 48-72 hours after submission, to receive the grading for a particular assignment.

Late and Missed Assignments

Assignments submitted after the due date and time are considered late. Students can re-submit any missed or late assignment, on March 30th, at noon (EST), in the form of a comprehensive assignment. Please contact the professor for further details on such assignment. Only one late or missed assignment can be submitted.

Extra grading / Appeals

There are no provisions for extra grading in this course. All grades will be rounded up (i.e. 89.5 points will be rounded up to 90 points), and letter grades will be allocated based on the criteria presented in the previous page.

All grade appeals must be made in writing, clearly citing and documenting the reason for the appeal.





P

Course Policies

“You can have data without information, but you cannot have information without data.”

Daniel Keys Moran



Course Policies - Laptops and Smartphones

The intensive nature of the course demands constant attention and minimum class disruption.

Browsing the Internet during class, texting or messaging, taking phone calls, Internet shopping, registering classes in Web Advisor, and any similar disruptive behavior, it is not accepted in class. Students that failed to observe this , or any other course policy, will have points deducted from the final grade.

Academic Conduct Policy

Students are expected to conduct themselves as serious, mature and learning-seeking adults. Talking to other students during class, sleeping, entering and leaving the classroom, drinking and eating meals are discouraged.

Attendance Policy

Class attendance is required according to University policies. The student is expected to attend class on time and to remain in the classroom for the duration of the class. Lateness and leaving the classroom will be marked as an absence. Exceptions such as in the case of medical emergencies should be documented and presented at the beginning of the next class.

Communication Policy

Any communication related to this course, such as syllabus, cases, quizzes, and notifications, will be done thru Blackboard. An email will be used as a last resource in case of critical communications, but students are expected to check the information posted on Blackboard.

Drop Policy

If the student feels that is unable to fulfill the requirements of the course successfully, it is the student's responsibility to arrange to drop from class. In the case of failing to do so, the student will be assigned the grade earned at the end of the class.



Participation Policy

Attendance is required to participate in class. Attendance is required, but it is not graded. Active participation means that the students bring its contributions to class, ask and answer questions, and it is actively involved in the class discussion.

Smartphone / Mobile Phone Policy

Smartphones must be off at all the times throughout the duration of the class. Please make the necessary arrangements to receive calls before and/or after and outside the classroom. Laptops and tables are not allowed in the classroom as there is an individual workstation assigned per student.

Registration Policy

Students that attend the class must be registered according to the University policies. Please contact the Registrar in the case of not appearing on the class roster.

Meals and Beverages Policy

It is not permitted to eat meals during class. Water and soft drinks are allowed.

Syllabus Policy

This syllabus and course outline is subject to change by the Professor as needed. In the case of changes, an announcement will be posted on Blackboard. This syllabus and any addendums attached shall not be construed by the student as a contract, implied or expressed, between the student and/or the professor and the University.



S

COURSE SCHEDULE

“We chose it because we deal with huge amounts of data.
Besides, it sounds really cool.”

Larry Page



Course Schedule

The course meets every week, on Wednesdays from 6:30 pm until 9:30 pm. There will be a 15 minutes break, so students can stretch, relax, and make

However, each class require a considerable amount of pre-class readings and/or exercises. To do this, students must check the announcement section in Blackboard. Moreover, the modules in Blackboard are displayed based on adaptive release. The adaptive release means that a module will appear in Blackboard only after the previous module has been completed, and any readings, assignments, and quizzes, are marked as completed or submitted.

Session	Date	Topic
1	04/02/20	Pricing Strategies and Tactics
2	04/09/20	Psychological Pricing
3	04/16/20	Pricing Research
4	04/23/20	Choice-Based Conjoint Analysis
5	04/30/20	Price Promotions
6	05/07/20	Pricing Optimization
7	05/14/20	Premium Pricing
8	05/21/20	Sales Forecasting I
9	05/28/20	Dynamic Pricing
10	06/04/20	New Pricing Technologies
11	06/11/20	Pricing and Ethics
11	06/18/20	Final course review



Thanks...

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