

Course Syllabus

MKT 6336-0W1

Jindal School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section MKT 6336.0W1
Course Title Pricing
Term Summer 2015 (May 27 – August 8)

Professor Contact Information

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Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 6301 or equivalent

Course Description

Pricing is the way a firm produces revenues from the value created by its product offerings. Much of marketing involves activities that are costly for the firm, while revenue generation depends on pricing that is sustainable and profitable. Students in this course will learn both the principles that can guide pricing and the practical considerations that make pricing a challenge. Sustainable and profitable pricing stands on three legs: costs, competition, and consumer value. Some managers focus too much on costs, while others focus too much on competition. Decisions made in this way are typically not good. As we will see in this course, a manager is best served by making sure that pricing is consistent with the positioning strategy and thus fits well with other choices such as segmentation, advertising, and distribution.

Those interested in careers in brand management, technology marketing, consulting, product management, and strategy will all find something useful in the course. It is useful to have a numbers orientation to get the full measure of such a course as this.

Student Learning Objectives/Outcomes

My goal for this course is that at the end of the course students would have

- A strong theoretical and conceptual basis for pricing decisions, and
- Gain the confidence to apply these ideas to practical pricing problems.

Required Textbooks and Materials

Required Texts:

The Strategy and Tactics of Pricing: A Guide to Growing More Profitably by Thomas Nagle and John Hogan, 4th edition, 2005, Pearson Prentice Hall, NJ.

Required Materials:

Case Packet consisting of HBS Cases

- Coca-Cola's New Vending Machine (A): Case # 9-500-068
- The Medicines Company: 9-502-006
- Reynolds Metals Company: 9-597-045
- Tweeter: 9-597-028
- Virgin Mobile USA: 9-504-028

You can order cases pack online here: <https://cb.hbsp.harvard.edu/cbmp/access/24213990>

Suggested Course Materials

Suggested Readings/Texts:

Power Pricing, by Robert Dolan and Hermann Simon, 1996, The Free Press, NY.

The Price Advantage, by Michael Marn, Eric Roegner and Craig Zawada, 4th edition, 2004, John Wiley, NJ.

Textbooks and some other bookstore materials can be ordered online through [UTD Bookstore](#) or [Off-Campus Books](#). They are also available in stock at both bookstores.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements and the web browser configuration information](#).

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Course Access and Navigation

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login to the course at: <http://elearning.utdallas.edu>. Please see the [course access and navigation information](#).

To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

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Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [eLearning Tutorials webpage](#) for video demonstrations on numerous tools in eLearning.

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course Email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

There are two **Chat sessions** which are scheduled as shown on the course schedule and more details will follow on the Announcements. The Chat sessions are to discuss course expectations.

There is one **web conference** scheduled for the course as in the course schedule table. Please see the information on web conferencing system under [Web Conferencing page](#). Please also see Web Conference link on the course site for the detailed information for the class web conference.

Questions you have: If you send me e-mails I will try to respond in 72 hours if the mail is sent during the week 8 AM to 5 PM. So, you should send in your questions in advance rather than at the last minute. Also, you may send e-mails to my assistant or copy the assistant if there is an urgent request.

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Student Resources

The following university resources are available to students:

UTD Distance Learning: <http://www.utdallas.edu/elearning/students/cstudents.htm>

McDermott Library: Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distlearn/disted.htm>.

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Student Assessments

Written Case Analyses

Each student will be responsible for **two written reports**. The first is a practice one to help in the preparation of the second report. Both will be graded. You may pick either THE MEDICINES CO. or VIRGIN MOBIL USA for the first case report. If you pick THE MEDICINES CO. your second report will be on TWEETER and if you pick VIRGIN MOBILE USA your second report will be on REYNOLDS METALS COMPANY. You must allocate 100 points across the two alternatives of THE MEDICINES CO. and TWEETER or VIRGIN MOBILE USA and REYNOLDS METALS COMPANY. For example, if you allocate 100 points on THE MEDICINES CO. and TWEETER, it means that you prefer that. If you allocate 50 points for that and 50 points for VIRGIN MOBILE USA and REYNOLDS METALS COMPANY then you are indifferent to the two possibilities and so on. You must do this by **June 1** through internal course Message tool so that I can allocate the cases to each of you.

A report should not exceed 650 KB in size and no zip files may be submitted.

Assignments

There will be **four assignments** that must be turned in on dates indicated. The assignments must be turned in as Word documents. Assignment details and requirements will be available as an attached file under each assignment link.

Case Reports and Assignments Submission Instruction:

You will submit your reports and assignments (as WORD documents with simple file name and .doc extension, no space or special characters) by using the course built-in ASSIGNMENT tool. The filename could be **yournamecase.doc**. See ASSIGNMENTS link on the Course Menu or on the designated course page. You can click each assignment title link and follow the on-screen instructions to upload your assignment file and submit it. For additional information on how to submit assignments, view the [Submitting An Assignment video tutorial](#). **Please note:** each assignment link can only be used one time and is only available during the time specified. After your assignment has been graded, you may go to **My Grades** on the course menu and click the score link to check the results and feedback.

Online Quizzes

You can take self-tests on each topic (chapter) by taking the online quizzes. The quizzes will not count for or against your final grade.

Quiz Access Instruction:

You can access quizzes by clicking the Quizzes link on the course menu or see the self-test icon on each lecture page. Each quiz is timed and can be accessed three times time within the scheduled time window. Please read the on-screen instructions carefully before you click "Begin". After each quiz is graded and released, you may go to My Grades page and click the score link of the quiz to view your graded submission.

Participation

The **first case**, Coca-Cola's New Vending Machine, will only be discussed through the Discussion Board. I will set up separate topics for each case. It is important to participate on this discussion because it will affect your grades, and because it will prepare you for the written reports to come later. The remaining **four cases** will also be discussed on the board BUT those writing the report on a particular case will not take part in these discussions. They will simply monitor the discussion. So, each student will participate in **3 case discussions**.

There will be **an online chat session** to discuss course expectations. There will also be **two web conferences**, one to cover course updates and progress and another to discuss cases 2 and 3. These are optional, but would be very helpful to the interested students.

Term Project

You will be given access to data in an EXCEL workbook on prices of certain products across on-line retailers over time. Each of you will get a specific question (some may get the same question) to answer after examining the data. This is a project I want you to carry out over the entire semester. You will provide a report at the end. I will also ask you to report on progress at least once through the semester. I will share with you later the exact question and the details of the report.

Exam

Finally, there will be a 3-hour closed book final examination. The Final Examination is comprehensive and will have both multiple choice questions and short answer questions. You should have a **Scantron Answer Sheet # 882-E** for the examination.

Local students can take their exams on-campus at the **UTD Student Success Center - Testing Center** (no fee charge). Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the **Test Center Student Guidelines** found on the Testing Center main page. You are required to take the exam during this scheduled testing window: **August 7 – August 8**. All students are required to make an appointment using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam during the required exam test window as specified. You will go to UTD Testing Center (MC 1.304) to sign in with your **Comet Card** (or a **photo ID and UTD ID number** if you don't have a Comet Card) to take the exam during the above specified time window. There will be **NO MAKE UP EXAMINATIONS**.

Students who find UTD geographically inconvenient may use a testing service of their choice at a convenient location to have the exam proctored. All exams must be completed within this

required exam time window: **August 7 – August 8**. All students must inform the instructor of their outside testing location. A proctored exam application **must** be completed before **Fri. June 26**. For more information on arranging a proctored exam, the detailed procedures and to access and complete **the online proctored exam application form**, please go to the [Proctored Exam Information](#) page. Please note students are responsible for any fee charge of their testing services. All completed exams must be received by **Mon. August 10, 11:00 am CT** to allow timely grade reporting to UTD Registrar.

The UTD Testing Center requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

Grading Information

Weights

Assignments	20%
Case Reports	15%+20%
Participation	15%
Examination	20%
Term Project	10%
Total	100%

Grading criteria

Grading will be on a curve. This being an elective course I expect 30-50% will get an A, 50-70% will get a B and 0-20% will get C. Of course, those who simply do not perform will get an F.

Accessing Grades

Students can check their grades by clicking the "My Grades" link on the course menu after the grade for each assessment task is released.

Course Policies

Make-up exams

None

Extra Credit

None

Late Work

Will be graded but penalties apply. Normally, every day's delay will lower the maximum points by 10%.

Special Assignments

None

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board activities, chat or conference sessions, and group projects as already outlined.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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Course Schedule

WEEK/DATE	TOPIC/LECTURE	READING	DUE DATE
27/05	Course Access and Self-Orientation		
Module 1			
1 28/05	1. Concept of Strategic Pricing	Chapter 1	
2 1/06-5/06	2. Developing a Pricing Strategy 3. Economic Value 4. Going Beyond Economic Value Chat Session - Course expectations, session transcript will be posted Case Discussion Begin	Chapter 2 Chapter 3, pp. 27-39 Chapter 3, pp. 39-52 Coca-Cola's New Vending Machine (A):	Tuesday, 02/06, 8 PM – 10 PM CST Begin 05/06 9:00 AM

		Pricing to Capture Value, or Not?	
3 8/06-12/06	5. Value Based Segmentation Case Discussion End Case Discussion Begin	Chapter 3, pp. 39-52 Coca-Cola's New Vending Machine (A): Pricing to Capture Value, or Not? The Medicines Co.*	Assignment 1 Due 12/06 5:00 PM End 12/06 9:00 AM Begin 12/06 9:00 AM
Module 2			
4 15/06-19/06	6. Price Segmentation I 7. Price Segmentation II 8. Price Segmentation III, 9. Communicating Price Case Discussion End Case Discussion Begin	Chapter 4, pp. 54-69 Chapter 4, pp. 69-75 Chapter 4, pp. 75-79 Chapter 5 The Medicines Co*. Virgin Mobile USA*	 End 19/06 9:00 AM Begin 19/06 9:00 AM
5 22/06-26/06	10. Pricing Policy 11. Price Level Case Discussion End	Chapter 6 Chapter 7 Virgin Mobile USA*	Written Report Due 22/06 5:00 PM Assignment 2 Due 26/06 5:00 PM End 26/06 9:00 AM
Module 3			
6 29/06-03/07	12. Costs Web Conference to discuss previous 2 cases Case Discussion Begin	Chapter 8 Tweeter*	Written Report Due 29/06 5:00 PM Thurs. 02/07 7:00 PM- 9:00 PM Begin 03/07 9:00 AM
7 06/07–10/07	13. Financial Analysis I 14. Financial Analysis II	Chapter 9, pp 175-185 Chapter 9, pp 185-201	Assignment 3 Due 10/07 5:00 PM

	Case Discussion End Case Discussion Begin	Tweeter* Reynolds Metal Company*	End 10/07 9:00 AM Begin 10/07 9:00 AM
8 13/07-17/07	15. Competition 16. Promotions Case Discussion End	Chapter 10 Chapter 11, pp. 252-257 Reynolds Metal Company*	Written Report Due 13/07 5:00 PM End 17/07 9:00 AM
Module 4			
9 20/07-24/07	17. Intermediation and Pricing	Chapter 11	Written Report Due 20/07 5:00 PM Assignment 4 Due 24/07 5:00 PM
10 27/07-31/07	18. New Product Pricing 19. Research for Pricing I	Chapter 12 Chapter 13 pp 281-300	Term Projects Due 31/07 5:00 PM
11 03/08-06/08	20. Research for Pricing II 21. Legal Aspects of Pricing Chat Session - Course review, session transcript will be posted	Chapter 13 pp 300-316 Chapter 14	 Tuesday, 04/08, 8 PM – 10 PM CST
12 07/08-08/08	Final examination: - On-campus exam at UTD Testing Center: Fri. August 7 – Sat. August 8 - Proctored exam using outside testing services: Fri. August 7 – Sat. August 8, all exams must be received by Mon. August 10, 11:00 am C.T.		

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Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

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Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please watch for the email notification at your UTD email inbox with course evaluation access information towards the end of semester..

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University Policies

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

These descriptions and timelines are subject to change at the discretion of the professor.

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