

**Pricing Strategies**

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Office Hours: Wed. 10 am-Noon  
Class Time: Wednesdays, 3:00 pm-6:00 pm  
Classroom: JMHH 360

This course is designed to equip you with the concepts, techniques, and latest thinking bearing on pricing issues, with an emphasis on ways in which you can help a firm to improve its pricing. The first half of the course covers the fundamental analytical tools, theories and conceptual frameworks needed for formulating pricing strategies. From this part of the course, you will learn not only how to analyze costs, customers, and competitors in order to formulate proactive pricing strategies, but also specific ideas that you can use to help a firm to improve its pricing. The second half of the course focuses on commonly-used pricing tactics. This part of the course will help you to gain insights into successful pricing strategies in various industries and discuss how to improve a firm's pricing through a sophisticated pricing structure. The topics of discussion include price promotions, price bundling, price discrimination, versioning, nonlinear pricing, pricing through a distribution channel, dynamic pricing, etc.

Upon successful completion of this course, you will (a) gain in-depth knowledge of current pricing practices in diverse industries, (b) learn the state-of-the-art analytical framework for making proactive pricing decisions, (c) master the basic quantitative techniques for analyzing and making profitable pricing decisions, and (d) improve your acumen for strategic thinking, so that you can excel in today's competitive business environment.

Required materials for the course include *Smart Pricing* by J. Raju and Z. John Zhang (NJ: Pearson Education and Wharton Publishing) available at the University bookstore and also at <http://www.amazon.com/Smart-Pricing-Businesses-Innovation-Profitability/dp/013149418X>. All cases are available through study.net and rest of the reading assignments are available in Canvas.

Your performance in the course will be evaluated on the basis of your attendance and class participation (20%), a group case write-up (15%), two individual homework assignments (15% each), and a group project (35%).

**Attendance and Participation**

Since we will cover critical material that is not in your assigned readings, your attendance is strongly encouraged. To provide such incentives, 20% of your final grade depends on your

attendance and participation. However, your physical presence is only a necessary condition for the full grade. You must come prepared and ready to share your ideas.

## Assignments

There is a group case write-up, accounting for 15% of your final grade. The case is: *Netflix*. To complete this assignment, you can form groups of four (maximum five). Each group is required to turn in one completed assignment (5 double-spaced pages at maximum excluding tables and charts) and all members get the same grade unless a free-riding problem is reported. The two homework assignments, each accounting for 15% of your final grade, are designed to polish up your quantitative skills. They are the assignments that must be independently completed by each individual!

## Group Project

You are also expected to complete a project with your group, which accounts for 35% of your final grades (15 double-spaced pages maximum excluding tables and charts). The project will give you the opportunity to reflect on what you have learnt in the class and apply them to some practical problems or problems of interest to you. The details of the project will be discussed in class. Again, all people in the same group will get the same grades unless there is a serious free-riding problem. The project is due in class on **April 27**.

To make sure that you do spend adequate time on the project, you are required to turn in a progress report in class on **February 10**, briefly describing what your group plans to do and what you have done up to that point. An unacceptable progress report will reduce the final grade from the maximum 35% to 25%.

There is no final exam for this class.

Time	Subject	Assignments
January 20	Is the Price Right?—Current Pricing Practices	Raju & Zhang, Introduction; Hinterhuber and Liozu (2012); <i>Basic Quantitative Analysis for Marketing</i> .
January 27	Pricing for Profit: Incremental Break-Even Analysis and Art of Price War	Raju & Zhang, Ch. 3.
February 3	Value Pricing: <i>American Airlines' Value Pricing</i> and Value Pricing in Action	Raju & Zhang, Ch. 9 and Ch. 4.
February 10	Price Sensitivity Analysis and Augmented Conjoint Analysis	Raju & Zhang, Ch. 5; Jedidi and Zhang (2002); <b>Progress Report Due in Class.</b>
February 17	Costing and Profit Analysis for Pricing Decisions	Chen, Hess, Wilcox and Zhang (2000); Raju & Zhang, Ch. 7; <b>HW I Due in Class.</b>
February 24	Project Work	
March 2	Pricing Psychology	Raju & Zhang, Ch. 8; Thaler (1985).
March 16	Managing Price Competition and <i>Tweeter etc.</i>	Raju & Zhang, Ch. 1; Zhang (1995).
March 23	<i>Netflix</i>	<b>Case Analysis due in Class.</b>
March 30	Dynamic Pricing ( <i>Computron</i> )	Raju & Zhang, Ch. 6.
April 6	Pricing Financial Services and Nonlinear Pricing	Essegaier, Gupta, and Zhang (2002); Raju & Zhang, Ch. 2.
April 13	Channel Pricing and Pricing Movies	Desai, <i>et al</i> , (December 2012); <b>HW II due in Class</b>
April 20	Principle of Price Engineering	Shaffer and Zhang (2002); Raju & Zhang, Ch. 10.
April 27	Project Presentations (extended hours)	<b>Project due in This Class for All.</b>

## Readings and Cases

- How Manufacturers Price Products (Shim and Sudit 1995)
- Basic Quantitative Analysis for Marketing (HBR 584-149)
- How Do You Know When the Price is Right (Dolan 1995)
- Justifying Profitable Pricing (Urbany 2001)
- Customer Value Assessment in Business Markets (Anderson, Jain, and Chintagunta 1993)
- Augmenting Conjoint Analysis to Estimate Consumer Reservation Price (Jedidi and Zhang 2001)
- Mental Accounting and Consumer Choice (Thaler 1985)
- *American Airlines' Value Pricing* (HBS Case 9-594-001)
- *Tweeter etc.* (HBS Case 9-597-028)
- Price-Matching Policy and the Principle of Minimum Differentiation (Zhang 1995)
- Pricing Access Services (Essegaier, Gupta, and Zhang 2002)
- The Costly Bargain of Trade Promotion (Buzzell, Quelch, and Salmon 1990)
- Trade Promotions: A Call for a More Rational Approach (Zerrillo and Iacobucci 1995)
- Competitive One-to-One Promotions (Shaffer and Zhang 2002)
- *Netflix: Pricing Decision 2011* (HBS Case B5766)
- *Computron* (HBS Case 9-597-063)
- Chapters from Raju and Zhang