Professor Aviv Nevo  
George A. Weiss and Lydia Bravo Weiss University Professor  
Professor of Marketing, Professor of Economics  
Office: JMHH 751  
Office Hours: Monday and Wed 12:00-1:00 or by appointment  
Class time: MW 3:00-4:30  
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**Course Description and Prerequisites:** This course is designed to equip you with the economic concepts, techniques and statistical tools relevant to pricing issues. We will cover the fundamental economic analytical tools, theories and conceptual frameworks needed for formulating pricing strategies. We will also discuss empirical methods that allow you to use data to inform and guide pricing decisions. We will discuss practical examples of commonly-used pricing tactics that will help you gain insights into successful pricing strategies in various industries and discuss how to improve a firm’s pricing through a sophisticated pricing structure.

The course will be rigorous and fairly technical, so come prepared. Background with basic economic and statistical tools, such as regression analysis, will be assumed. Feel me to contact me if you are unsure about you level of comfort you should have with the background material.

**Reading:**  
None of the current textbooks cover the quantitative material as I will cover it in class. Therefore, class participation and note taking during class is essential.

There are several textbooks that can complement the lectures. For example,


**Evaluation:**  
Evaluation will be based on class participation, problem sets and a final.