

PRELIMINARY DRAFT AND SUBJECT TO CHANGE

MKTG 754
Pricing Policy
Spring 2017

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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 free to contact me if you are unsure about your 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,

Principles of Pricing: An Analytical Approach, by Rakesh V. Vohra and Lakshman Krishnamurthi. Available [here](#). Takes an analytical approach, similar to what I will use, but does not overlap completely topic wise.

The Strategy and Tactics of Pricing by Thomas T. Nagle et al (NJ: Prentice Hall, 5th ed.). Available [here](#). Covers many of the same topics but from a less analytical approach.

Smart Pricing: How Google, Priceline, and Leading Business Using Pricing Innovation for Profitability by J. Raju and Z. John Zhang (Wharton School Publishing, 2010). Available [here](#). Provides some very good examples and practical consideration.

Evaluation:

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