

COURSE DETAIL

PRICING

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Graduate

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

209

UCEAP Course Suffix**UCEAP Official Title**

PRICING

UCEAP Transcript Title

PRICING

UCEAP Quarter Units

2.50

UCEAP Semester Units

1.70

Course Description

This course provides a comprehensive framework, starting from the current price centrality in today's business patterns, through tools that execute both price fixing and price management topics. Students review case discussions, lectures, and speeches by top managerial figures such as chairmen, CEOs, and EVPs. Lastly, the course discusses a road map for a strategic pricing management in a successful company, acting as a practical toolkit for students. Students discuss topics including the rationale of focusing a business strategy on the maximization of margin, rather than revenues only, to have superior asset performance; advanced pricing tools and metrics; and planning and executing strategic pricing management programs consistently. The course consists of a hybrid of lectures, cases, and guest speaker sessions.

Language(s) of Instruction

English

Host Institution Course Number

10948

Host Institution Course Title

PRICING

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

SDA Bocconi - School of Management

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