

# 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 Course Details**

## **Host Institution Campus**

University of Commerce Luigi Bocconi

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

SDA Bocconi - School of Management

## **Course Last Reviewed**

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