COURSE DETAIL

PRICING STRATEGIES
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 128
UCEAP Course Suffix
UCEAP Official Title PRICING STRATEGIES
UCEAP Transcript Title PRICING STRATEGIES
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course covers both the economic theories of pricing, and the analytical tools for formulating effective pricing strategy. This course also discusses commonly used pricing tactics, including some of the newest pricing practices. The course is highly applied, and prepares students for pursuing a career in marketing, consulting, and finance.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3527

Host Institution Course Title
PRICING STRATEGIES

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2024-2025

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