

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 Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business

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