

Preismanagement

Module title in English Module level Module language	Price Management Master German
Lecturer	Professor Dr. Dirk Totzek
Module frequency Module duration	Summer semester 1 semester
Module content	<p>Week 1: General Basics of Price Management</p> <ul style="list-style-type: none"> • Relevance of Pricing in Practice • Fundamentals of Price Management • Complexity of Price Management <p>Week 2: Basics of Classical Pricing Theory</p> <ul style="list-style-type: none"> • Different types of demand functions • Price elasticity <p>Week 3: Basics of Classical Pricing Theory</p> <ul style="list-style-type: none"> • Empirical determination of demand functions and price elasticities <p>Week 4: Behavioral Pricing Research</p> <ul style="list-style-type: none"> • Basics <p>Week 5: Behavioral Pricing Research</p> <ul style="list-style-type: none"> • Price search <p>Week 6: Behavioral Pricing Research</p> <ul style="list-style-type: none"> • Price information evaluation (e.g., reference prices, prospect theory, price fairness, price complexity) <p>Week 7: Behavioral Pricing Research</p> <ul style="list-style-type: none"> • Price information learning • Spending and product usage behavior • Mental accounting <p>Week 8: Pricing Strategy and Structure</p> <ul style="list-style-type: none"> • Price positioning <p>Week 9: Pricing Strategy and Structure</p> <ul style="list-style-type: none"> • Determination of Pricing Structure <p>Week 10: Price Determination</p> <ul style="list-style-type: none"> • Basics

		<p>Week 11: Price Determination</p> <ul style="list-style-type: none"> • Demand-based Pricing • Maximizing revenue <p>Week 12: Price Determination</p> <ul style="list-style-type: none"> • Cost-based Pricing <p>Week 13: Price Determination</p> <ul style="list-style-type: none"> • Competitive Pricing <p>Week 14: Price Implementation</p> <ul style="list-style-type: none"> • Internal Price Implementation (e.g., delegation of pricing authority, incentives) • External Price Implementation (e.g., bonus and reward systems) 	
Parts / workload:			
Parts of the module		Contact hours	Credit points ECTS
Lecture		2	
Exercise		1	
Sum		3	
Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)			
		Attendance	Own study
Lecture		30	90
Exercise		15	15
Parts of the examination / requirements for awarding credit points		Written test, 60 minutes	
Composition of final grade		Written test: 100 %	
Additional comments		In the course of lectures selective guest presentations take place.	
Basic readings		<ul style="list-style-type: none"> • Homburg, Ch. (2015), Marketingmanagement, 5th ext. ed., Wiesbaden. • Homburg, Ch., Totzek, D. (2011), Preismanagement auf Business-to-Business-Märkten, Wiesbaden. • Monroe, K. B. (2003), Pricing – Making Profitable Decisions, 3rd ed., New York. • Simon, H., Fassnacht, M. (2009), Preismanagement, 3rd ed., Wiesbaden. <p>Selected papers as compulsory reading.</p>	