

GU SCHOOL OF
EXECUTIVE EDUCATION
OPEN-ENROLMENT PROGRAMMES

Strategy and Tactics of Pricing

Programme overview:

The fact that companies use many different pricing structures is a testament of the importance of pricing for profitability and a competitive growth enhancement. Which price is the best one?

Price determination is a top priority for managers in charge of marketing or product strategies for existing or new products. It is also a key variable for CFOs and managers with profit and loss responsibility who have to forecast and manage impacts of pricing changes on financial results.

In today's competitive and global markets it is essential to both understand, and leverage, the relationship between customer value and the costs and competencies required to deliver value. In addition, rapid changes in technology, abundance of big data, and mobile applications, present new opportunities and challenges for the pricing function in organizations.

Many organizations are transitioning from selling products to selling services and solutions and experimenting with a variety of pricing techniques. Innovations in pricing such as subscription plans, flat rates, freemiums, and two-sided platforms, have become very common. These new business models present a need for organizations to develop new pricing models and performance metrics with competencies to monitor customer value, and success metrics for monetizing innovations.

Target group:

Business leaders interested in the performance of the pricing function and with P&L responsibility in organizations.

DAY 1, MORNING

- Introduction: Best Practice in Pricing
- Exercise: Methods in Pricing – Atlantic Bundle Case

DAY 1, AFTERNOON

- Competitive Dynamics in Pricing
- Exercise: Pricing Simulation
- Value Based Pricing

DAY 2, MORNING

- Review of Day 1 Reflection
- Value Based Pricing and Cost Management
- Group Exercise: Wilkerson Case
- Market Segmentation and Versioning

DAY 2, AFTERNOON

- Innovations in Pricing
- Group Exercise: Netflix, Inc.

DAY 3, MORNING

- Review of Day 2 Reflection
- Monetizing Value and Pricing Execution
- Applying the work

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Faculty: LIDIJA POLUTNIK, Professor of Economics

Dr. Lidija Polutnik is a Professor of Economics at Babson College, in Boston, MA. Dr. Polutnik is also a Visiting Professor in the Applied IT Department, University of Gothenburg, Sweden. Dr. Polutnik has done research and consulted in the area of pricing, revenue management and strategic cost management. Her research and work in this area is based on the analysis of the relationship between the firm's costs and customers' value and the influence of this relationship on the firm's profit. Dr. Polutnik also conducts research in public finance and is focused on the role institutions play in market economies and specifically in countries in transition. Dr. Polutnik's work has been published in numerous academic journals and books.

Her work in non-profit companies is focused on their financial sustainability and best-in-class practices in managing non-profit businesses. She currently serves as a board member and the treasurer of Cambridge Center for Adult Education, Cambridge, MA.

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