INSTRUCTOR: 黃宇翔  
Office: Room 61305  
Telephone: (06) 275-7575 (Ext. 53723)  
Office Hour: 13:10~15:00 Monday; or by appointment  
E-mail: yshuang@mail.ncku.edu.tw  
Homepage: http://140.116.53.153/~yshuang

CLASS TIMES:  9:10~11:00 Monday; 9:10~10:00 Wednesday  
CLASSROOM:  61202

PREREQUISITES: Topics related to Economics or Financial Management

TEXTBOOKS: Pricing: Making Profitable Decisions,  
Class Handouts

REFERENCES: The Strategy and Tactics of Pricing: A Guide to Growing More Profitability,  

OBJECTIVES: Specific objectives are:  
1. To develop the students’ understanding of the considerations of pricing decisions.  
2. To develop the students’ understanding of the underlying theoretical concepts of pricing decisions.  
3. To develop the students’ ability to appropriately make pricing decisions.

COURSE DESCRIPTIONS: This course is designed to develop student awareness of the complexity of pricing decisions and the interrelationships between price decisions and decisions concerning the other elements of the marketing mix. Topics covered will be from six major areas of concentration:  
1. Economic Foundations of Pricing Theory  
2. Understanding Customer and Buyer Behavior  
3. Profitability Analysis for pricing Decisions  
4. Developing Pricing Strategies  
5. Managing the Pricing Function  
6. Special Topics on Pricing

GRADING:  
Midterm and Final Exams.  30% each  
Assignments, quizzes, and Participation  30%  
Term Project  10%
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<thead>
<tr>
<th>Week</th>
<th>Topic Descriptions</th>
<th>Remarks</th>
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| 1    | • Introduction to Pricing  
       • Effective Pricing Management |         |
| 2    | • The Economics of Price Determination | 228 Memorial Day |
| 3    | • The Economics of Information  
       • Signaling and Managing Competition | Assignment #1 |
| 4    | • Behavioral Foundations for Pricing Management |         |
| 5    | • Pricing Practices that Endanger Profits  
       • Price and Customers' Perceptions of Value | Assignment #2 |
| 6    | • Customer Value Analysis |         |
| 7    | • Research Methods for Pricing Decisions | Assignment #3 |
| 8    | • The Role of Costs in Pricing Decisions  
       • Using Leverage for Developing Pricing Strategies |         |
| 9    | **Midterm I Examination** | 4/18  
       100 minutes |
| 10   | • Marketing Profitability Analysis |         |
| 11   | • Experience Curve Pricing  
       • Pricing Over the Product-Life Cycle | Assignment #4 |
| 12   | • Product-Line Pricing |         |
| 13   | • Developing a Price Structure  
       • Pricing to and Through the Channel | Assignment #5 |
| 14   | • Legal Aspects of Pricing Strategy  
       • Auctions and Competitive Bidding |         |
| 15   | • Extending the Concepts of Strategic Pricing  
       • Pricing on the Internet | Assignment #6 |
| 16   | • Guidelines for Better Pricing Decisions | Dragon Boat Festival |
| 17   | **Final Project Presentations** | Group |
| 18   | **Final Examination** | 6/20  
       100 minutes |