

Day 1	Day 2	Day 3	Day 4
<p><b>Session 1</b> Introduction: techniques and challenges</p> <p>In this session, the overall framework of the course is presented and the core models and techniques of pricing are discussed.</p> <ul style="list-style-type: none"> <li>Strategies and techniques of pricing</li> <li>Value, cost and competitor approaches to pricing</li> <li>Challenges in pricing</li> </ul> <p>Key activities:</p> <ul style="list-style-type: none"> <li>Workshop: how does your organization set prices</li> <li>Pricing simulation</li> </ul>	<p><b>Session 3</b> Information challenge (2)</p> <p>In the third session, we discuss theories and models for analyzing customers and markets with a focus on behavioral economics.</p> <ul style="list-style-type: none"> <li>The analysis of markets</li> <li>Behavioral pricing perspectives</li> <li>Fairness considerations</li> </ul> <p>Key activities:</p> <ul style="list-style-type: none"> <li>Fairness simulation</li> <li>Case analysis.</li> </ul>	<p><b>Session 5</b> Control challenge</p> <p>This session discusses the control problem focusing on discounting and tools for price monitoring.</p> <ul style="list-style-type: none"> <li>Discounting and pricing analytics</li> <li>Tools for price monitoring</li> <li>Centralization and decentralization in pricing</li> </ul> <p>Key activities:</p> <ul style="list-style-type: none"> <li>Control simulation</li> <li>Guest presentation</li> </ul>	<p><b>Session 7</b> Change management and future perspectives</p> <p>In this session, we discuss the implementation of pricing management.</p> <ul style="list-style-type: none"> <li>Change management and handling of organizational resistance.</li> </ul> <p>Key activity:</p> <ul style="list-style-type: none"> <li>Guest presentation</li> </ul>
<p><b>Session 2</b> Information challenge (1)</p> <p>This session focuses on the analysis of customers' willingness to pay and the use of market information.</p> <ul style="list-style-type: none"> <li>Gauging customers' willingness to pay in pricing</li> <li>Conjoint analysis</li> </ul> <p>Key activity:</p> <ul style="list-style-type: none"> <li>Conjoint exercise</li> </ul>	<p><b>Session 4</b> Information challenge (3)</p> <p>This session focuses on the use of cost information in pricing decisions with an emphasis on estimating cost to serve and customer profitability.</p> <ul style="list-style-type: none"> <li>The use of cost data in pricing</li> <li>Cost allocation and customer profitability analysis</li> </ul> <p>Key activities:</p> <ul style="list-style-type: none"> <li>Case work</li> <li>Workshop</li> </ul>	<p><b>Session 6</b> Coordination challenge</p> <p>This session discusses coordination problems in pricing. We focus on coordination between functions and markets but also on the integration of a value focus in product development.</p> <ul style="list-style-type: none"> <li>Organizational aspects of pricing coordination</li> <li>Integrating cost and value into new product development</li> </ul> <p>Key activity:</p> <ul style="list-style-type: none"> <li>Simulation of price, cost and value in R&amp;D</li> </ul>	<p><b>Session 8</b> Recap and synopsis</p> <p>The final session will provide a forum for reflection on key learnings in the course and work on the synopsis. The session will also evaluate the course and finish off with a reception.</p> <ul style="list-style-type: none"> <li>Key learnings</li> </ul> <p>Key activities:</p> <ul style="list-style-type: none"> <li>Discussion and presentations of synopsis ideas</li> <li>Reception</li> </ul>