

Course Description – Curriculum 2013

Subject: MK317 Pricing Management

Credits: 3

Prerequisite: MK201 and FN201

Description: A study of concepts and principles related to pricing management. Topics include pricing policy, strategy for pricing determination and adjustment, pricing as a marketing promotion tool, and pricing to complement other marketing mix. Also discussed are environmental factors that influence profitability and application of quantitative analytical techniques as decision-making tools for increasing business profitability.