



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Pricing and Sales Promotion	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assist. dr. Indrė Radavičienė Other(s):	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
On-line/hybrid	Spring semester	English

Requirements for students
Prerequisites: Management, Global Marketing

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>This subject aims to develop: the ability to select the pricing strategy and set product prices; the ability to analyze collected information and apply it to solving global marketing issues; the ability to apply global market segmentation principles and justify their relevance; the ability to analyze and systemize activities and processes that determine consumer behavior; the ability to systemize functions of marketing communication tools and apply measures according to global marketing goals.</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Student will be able to select the pricing strategy and set product prices.	<p>Traditional lecture, discussion, case study, problem-based learning, group (team) project.</p>	<p>Test; Written report of group project; Practical study case analysis and discussion.</p>
Student will be able to analyze collected information and apply it to solving global marketing issues.		
Student will be able to apply global market segmentation principles and justify their relevance.		
Student will be able to analyze and systemize activities and processes that determine consumer behavior.		
Student will be able to systemize functions of marketing communication tools and apply measures according to global marketing goals.		

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
Course introduction: goals, strategies and tactics in pricing and sales promotion	2									Literature study, preparation for the seminar, project and test.
1. Setting the price: willingness-to-pay and demand curves	2									Literature study, preparation for the seminar, project and test.
2. Price perception: price offer value perception	2							4	10	Literature study, preparation for the seminar, project and test.
3. Price perception: product involvement and consumption visibility pain of paying and price framing	2		2					6	10	Preparation for the project and test.
4. Sales promotion techniques: intercultural aspect.	2							2	6	Literature study.
5. Building price offer: price differentiation based value perception	4		2					6	10	Literature study, preparation for the seminar, project and test.
6. Building price offer: researches and experiments (WTP tests)	4		2					6	8	Preparation for the seminar and project.
7. Building price offer: researches and experiments (Cointjoint analysis)	2		2					4	7	Preparation for the project and test.
8. Pricing strategy and price mapping	4		2					4	10	Preparation for the project and test.
9. Sales promotion techniques and pricing decisions in each stage of product life time circle	4		2					4	5	Preparation for the project.
10. Loyalty programs and their impact on repeat-purchase loyalty patterns	2							4	5	Preparation for the seminar, project and test.
11. Pricing and sales promotion analytics: definitions, metrics, tools	2		2					4	6	Analysis of empirical and analytical data.
12. Value based pricing offer creation simultaion			2					4	5	Analysis of empirical and analytical data.
Preparation for the exam									10	Literature study.
Total	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Live case analysis & discussion	40	Every seminar students give the presentation and dissection of Live case	The task is to discuss a short case that develops a consumer insight and based on that evaluates a managerial decision. The learning goal is to be able to spot yourself how sales promotion techniques allow you to develop consumer insights and this way inform marketing, pricing decisions. Live case analysis is performed for individual work (2-5 students). Detailed work requirements are presented in the virtual learning platform (emokymai.vu.lt/en) in the course "Pricing and Sales Promotion" Live case evaluation strategy:

			<p>1. A brief description of your chosen brand/product/service (its target, position, and marketing mix elements), if relevant also of the competition – 10%</p> <p>2. A clear statement describing the managerial decision that you evaluate. The managerial decision has to concern a strategic decision of the pricing and sales promotion - 40%</p> <p>3. Discussion: this part evaluates the logic behind the decision as you see it, but importantly, also the strengths and weaknesses of the decision and the consumer insight that you assume for both, logic and strengths/weaknesses. The consumer insight is the central part of the analysis. You should also discuss what actionable implications your analysis has for a marketer. For instance, you could propose improvements that address the weaknesses that you have identified. – 30%</p> <p>4. Self-evaluation and impact to project evaluation (gives each group member) – 20%</p>
Test	60	Exam session	<p>There are 40 closed questions for the test, each question has one correct answer, the value of the correct answer for each test is 1 point.</p> <p>The final assessment of a student's knowledge is the percentage of Live case presentation and discussion, group project and exam assessments. A 10-point scale is applied to the assessment:</p> <p>90-100% or 10 (excellent); 80-90% or 9 (very good); 70-80% or 8 (good); 60-70% or 7 (average); 50-60% or 6 (low than average); 45-50% or 5 (weak). Less than 45 percent. (unsatisfactory) when minimum requirements: 4, 3, 2, 1.</p>
<p>Strategy of exam retake as an external student: the practical task (Live case analysis & presentation) should be implemented (presentation to the lecturer) (weight 40 %) and Exam test (weight 60 %) . In order to get positive final assessment, everyone has to complete mentioned assignment and get at least positive (5 or more) marks.</p>			

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Roddy Mullin	2021	Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work	978-0749457044	Kogan Page; Fifth Edition
Dholakia U.	2019	Priced to Influence, Sell & Satisfy: Lessons from Behavioral Economics for Pricing Success	978-0999186732	Utpal Dholakia
Kenneth E. Clow, Donald E. Baack	2017	Integrated Advertising, Promotion, and Marketing Communications (8th Edition)	978-0134484136	Pearson
Simon H.	2015	Confessions of the Pricing Man: How Price Affects Everything	978-3319203997	Copernicus

Additional literature				
Christopher M. P.	2019	Thirty Essential Secrets of Psychological Pricing: The world's most complete guide to psychological pricing effects and tools	978-1913179038	Quartz Press
Shotton R.	2018	The Choice Factory: 25 behavioural biases that influence what we buy	978-0857196095	Harriman House
Dholakia U.	2017	How to Price Effectively: A Guide for Managers and Entrepreneurs	978-0999186718	Utpal Dholakia
Steve Ogden-Barnes, Stella Minahan	2015	Sales Promotion Decision Making: Concepts, Principles, and Practice	1631570471	Business Expert Press