



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Pricing and Sales Promotion	2022 02 04

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
<b>Prerequisites: Management, Global Marketing</b>

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.	Traditional lecture, discussion, case study, problem-based learning, group (team) project.	Test; Written report of group project; Practical study case analysis and discussion.
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
1. Goals, strategies and tactics in sales promotion, coupons, special packs, continuity programs, sweepstakes, rebates and contests. Pricing and sales promotion relationship.	4							4	10	Literature study, preparation for the seminar, project and test.
2. Premiums, sampling and cause-related promotions	4		2					6	10	Preparation for the project and test.
3. Price discounts and trade deals; legal and ethical issues in sales promotion	2							2	6	Literature study.
4. Value based pricing techniques	4		2					6	10	Literature study, preparation for the seminar, project and test.
5. 360 degree customer view implementing pricing and sales promotion decisions	4		2					6	8	Preparation for the seminar and project.
6. Loyalty programs and their impact on repeat-purchase loyalty patterns	2		2					4	7	Preparation for the project and test.
7. Price framing effect and sales promotion message creation	4		2					6	10	Preparation for the project and test.
8. Price discount levels and their effect on consumer emotional reactions and impact to purchase	4		2					6	5	Preparation for the project.
9. Sales promotion strategies in retail and its relationship with assortment formation	2		2					4	10	Preparation for the seminar, project and test.
10. Measuring sales promotion effectiveness, calculating promotion ROI, making pricing and sales promotion decisions	2		2					4	6	Analysis of empirical and analytical data.
Preparation for the exam									10	Literature study.
<b>Total</b>	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Live case analysis & discussion	20	Every seminar 2-3 students give the presentation and dissection of Live case	<p>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.</p> <p>Live case analysis is performed for individual work (1 student/ 2 students - both members of the group receive equal work evaluation). Detailed work requirements are presented in the virtual learning platform (emokymai.vu.lt/en) in the course "Pricing and Sales Promotion"</p> <p>Live case evaluation strategy:</p> <p>1. A brief description of your chosen brand/product/service (its target, position, and marketing mix elements), if relevant also</p>

			<p>of the competition – 20%</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. – 40%</p>
Team project	30	During the last seminar of the course	<p>Team project is performed in groups of 2-4 students, all members of the group receive equal work evaluation. Detailed work requirements are presented in the virtual learning platform (emokymai.vu.lt/en) in the course “Pricing and Sales Promotion”.</p> <p>Team project evaluation strategy:</p> <ol style="list-style-type: none"> <li>1. Analysis of the practical task and it’s presentation - 20%</li> <li>2. Targeted and adaptive selection of pricing strategy – 20%</li> <li>3. Pricing and sales promotion decisions using analysis of primary and secondary data - 30%</li> <li>4. Structural presentation of the sales promotion offers and possible price framing solutions – 30%</li> </ol>
Test	50	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 &amp; presentation) should be implemented (presentation to the lecturer); individual project (written project up to 15 pages and its’ presentation to the lecturer) and Exam test. 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
<b>Compulsory reading</b>				
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
<b>Additional literature</b>				
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