

## Pricing for Profitability Program

Time	Day 1	Day 2	Day 3	Day 4
8:30am	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>
9:00am	<b>Introduction</b> Teck Ho  <b>Economic Value to Customers</b> Teck Ho	<b>Understanding Customer Pricing Sensitivity</b> Randy Bucklin	<b>Product Line Pricing and Bundling</b> Teck Ho	<b>Measuring Willingness to Pay Using Auctions</b> Teck Ho
10:30am	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
11:00am	<b>How Cost Affects Price</b> Teck Ho	<b>Understanding Customer Pricing Sensitivity</b> Randy Bucklin	<b>Versioning Strategy Subscription Models</b> Mark Ziegenhagen	<b>Revenue Model Design and Wrap-Up</b> Teck Ho
12:30pm	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b> Certificate Distribution Adjourn at 1:30pm
1:30pm	<b>Price War Simulation *</b> Teck Ho	<b>Price Contract Negotiation Exercise</b> Teck Ho	<b>Creative Pricing</b> Terry Taylor 1:30pm-2:50pm	s
3:00pm	<b>Break</b>	<b>Break</b>	<b>Break</b> 2:50pm-3:20pm	
3:30pm	<b>How to Beat the Competition</b> Teck Ho	<b>Case Study</b> Kim Lopez	<b>Revenue Management Pricing Simulation *</b> Terry Taylor 3:20pm-5:00pm	
5:00pm	<b>Adjourn/Henry's Pub</b>	<b>Adjourn</b>	<b>Adjourn</b>	

\*Simulation scheduled in Computer Lab