# Pricing for Profitability in the Information Age

## Program Topics

The Pricing for Profitability in the Information Age program curriculum covers the following topics:

### Topic 1 | Economic Value to Customers (EVC)
- The flaws of cost-plus and market-share based pricing
- Benefits, uses and steps for using EVC analysis to identify a maximum price for a market segment
- Exploring effective techniques for influencing price sensitivity
- Identifying the problems with a single price strategy and exploring a variety price customization strategies -- by customer, location, time of purchase, quantity, and product design

### Topic 2 | How Cost Affects Price
- The benefits, drawbacks, and mechanisms of three pricing strategies -- cost-driven, revenue driven and profit-driven
- Evaluating pricing changes in terms of overall impact on firm profitability, which requires a deep understanding of both your customer and your cost structure

### Topic 3 | Price Discrimination and Dynamic Pricing
- Understanding the value of price discrimination
- Practical price differentiation techniques
- Value and methods used in dynamic pricing

### Topic 4 | Fighting a Price War
- Coordinating to avoid ruinous price competition
- What happens when two entities compete over many periods
- Using the future to affect the outcome in the present
- How your decisions, your competitors and your customers influence pricing success

### Topic 5 | Pricing Frameworks, Experiments, and Revenue Models
- Creative pricing approaches that add value
- Using the Willingness to pay (WTP) discovery technique to obtain the data necessary for optimal pricing strategies
- Price sensitivity variations by customer segment
- Segment customers by differentiating the product/service offering and pricing in a

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way that reflects the targeted segments

- Product Line Pricing, Bundling, and Versioning

**Topic 6** | Price Customization

**Topic 7** | Licensing Models

**Topic 8** | Auctions

**Topic 9** | Revenue Management and Revenue Models