PRICING FOR PROFITABILITY IN THE INFORMATION AGE

<table>
<thead>
<tr>
<th>Program Topics</th>
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<td>The Pricing for Profitability in the Information Age program curriculum covers the following topics:</td>
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**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 way that reflects the targeted segments
- Product Line Pricing, Bundling, and Versioning

Visit the program page at: https://executive.berkeley.edu/pricing/profitability
Topic 6 | Price Customization

Topic 7 | Licensing Models

Topic 8 | Auctions

Topic 9 | Revenue Management and Revenue Models

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