



विद्या परं दैवतम्

IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम

Indian Institute of Management Visakhapatnam

(a) Program Title: Strategic Pricing: A Toolkit for making better Decisions

The core purpose of a firm's marketing strategy is to create value for its customers. To achieve this, three of the four P's of marketing are central - Product, Promotion and Place. The fourth P, Pricing, specifies how the value that has been generated can be split between the customer and the firm. Pricing is one of the most important business decisions made by a firm. This module aims to address strategic and tactical pricing issues and studies profit-enhancing changes in pricing practices across a variety of business contexts.

(b) Program Topics: The broad topics/themes covered would be:

- 'Pricing it Right'
- Cost-plus vs Value-based Pricing
- Price Metrics
- Subscription Pricing and Freemium
- Pricing Strategy Implementation

(c) Program Objectives: It is envisaged that after attending this Program, participants would be able to:

- Gain a better understanding of pricing practices in various industries;
- Learn frameworks for profitable pricing decisions;
- Gain a better understanding of revenue management practices.

(d) Target Audience: Middle level working professionals.

(e) Pedagogy: Lectures, Case Studies and Simulations

(f) Program Dates: February 27 - 29 (Thurs-Sat), 2020

(g) Program Fee:

- Residential: Rs.45,000/- + GST (18%)
- Non-Residential: Rs.36,000/- + GST (18%)

Each subsequent participant (i.e. 2nd participant onward) from the same organization (irrespective of the office/unit/location/plant where the participant is working) would be eligible for 10% discount, provided the program fee for all participants in full is credited into the bank account of the Institute before the commencement of the Program.

(h) Program Director: Prof. Vinay Ramani (vinayr@iimv.ac.in); 0891-2824 497

(i) Last Date for Nominations: February 13, 2020

(j) Contact Details: For further details on the Program, please contact as follows:

- On the Program content, coverage etc. (i.e. academic matters): Program Director
- On the administrative matters: Mr. Tapas (+91 - 70082 43319; 0891-2824 478);
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