1. General Information

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Office Hrs: Tuesdays, by appointment

Class Meeting Times:

<table>
<thead>
<tr>
<th>Section</th>
<th>Location</th>
<th>Days</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime (MGT)</td>
<td>Gallagher 2310</td>
<td>Thursday</td>
<td>9:00-11:50 am</td>
</tr>
<tr>
<td>Sacramento (MGP)</td>
<td>OCM 2</td>
<td>Thursday</td>
<td>6:00- 9:00 pm</td>
</tr>
</tbody>
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Course website: [https://smartsite.ucdavis.edu](https://smartsite.ucdavis.edu)

Description of Course

This course concerns the Pricing P of the 4P’s of marketing. Of these four tools of marketers only price contributes directly to revenues and profits. Therefore, pricing is a critical activity that determines the success or failure of the firm. The course combines lectures, cases and homework to teach students tools and skills necessary to analyze pricing situations, make pricing decisions, and implement them, in a systematic manner. Topics covered will include the analysis of the 3C’s of pricing: consumers, costs, and competition; pricing methods and techniques; pricing tactics; and how different industry conditions lead to different pricing structures.

2. Grading

There are 4 homework assignments, each worth 10% of course grade. The rest of course grade is determined by 10% class participation, and 50% final exam.

The purpose of the homework assignments is to prepare you for the final exam. There will not be “sample” finals.
a). Attendance, Class Participation

In the course schedule (a separate document), I will provide “preparation questions” to help you prepare for lectures. Please prepare these questions before lecture. You do not need to submit anything. These questions are meant to get you ready for class.

Students find case discussions a valuable part of the course. Effective discussions are only possible if everyone is well prepared. It is important that you come to class prepared to defend your analysis of the case carefully.

During the case discussion, it is imperative to introduce your analysis. This may entail constructively challenging other opinions and analyses. The benefit that you will derive from this course will depend upon the extent to which you expose your own viewpoints or conclusions to the critical judgment of the class. You should view class participation both as an opportunity to ask questions to enhance your understanding as well as an opportunity to demonstrate your critical analysis of the material.

Each case we discuss reflects a recent real-world situation. There is a strong temptation to bring in one’s own expertise on these topics. While this is appreciated, please focus your analyses on material presented in the case.

Lecture slides are uploaded to the course website one week before lecture date. You can print them out and bring to class.

Attending the section in which you are not registered is not encouraged, since space in a classroom is limited.

b). Homework

There are 4 homework assignments that can be done individually or in groups of maximum 4 people.

There are no formal page limits for these assignments. However, you should not need more than a few pages if you have done things correctly. The more material you submit, the more likely it is that I will not be able to interpret your analysis.

Because I often discuss homework in class on the due date, late homework is not accepted under any circumstances. If you anticipate a problem, please submit the homework earlier.

If you form a group, there is a temptation to use your group as means of dividing up the workload. However, I strongly encourage you to work through each assignment together. Carefully working through the homework assignments is the best method of learning this material. Also, several of the later homework assignments build on earlier homework assignments. The questions in final exam are analogous to the homework.
c). Final Exam

As of today, the exam is not written. However, I suspect it will be roughly ¾ questions and ¼ case. The questions will be analogous to the homework; the case will be a short case that you can read in class and analyze. If for some reason I select a longer case, I would distribute the case in advance.

The final exam is held in class during final week. It will be on the same day of the week, same classroom, and same time as your regular class.

You do not have to write the final exam in the section for which you are registered. But email me one week ahead if you plan to take the final exam in other sections. Other than that, there is no re-scheduling of the final exam.

d). Re-grading Policy

Your course grade will only be reviewed after a written request is received. Please consider the following before submitting material for re-grading:

- Marginal changes in a score are unlikely to change a course grade.
- The instructor reserves the right to review and re-grade all material - not just the material in question.

3. Course Materials

a). Text

The recommended (not required) text for this course is the latest edition of Nagle and Hogan:


If you are long on cash and want a second book, I would buy:


The Dolan and Simon book goes into much more detail on segmented pricing. While Nagle and Hogan cover this in a single chapter, Dolan and Simon dedicate 7 chapters.

b). Course Packet

The packet is organized chronologically. The course packet is required.

c). My notes

I have created short notes on select topics. These are available on the course web site.

d). Handouts

Please see the web site (https://smartsite.ucdavis.edu) for handouts and lecture slides.