


## PRICE STRATEGIES

<b>1. Competences</b>	To develop and implement marketing strategic plans from environment situation analysis, marketing mix, internal policies and current regulation, to contribute to organizational objectives and a competitive position in national and international areas.
<b>1. Term</b>	Fourth
<b>2. Theoretical hours</b>	21
<b>3. Practical hours</b>	54
<b>4. Total hours</b>	75
<b>5. Weekly hours</b>	5
<b>6. Objective</b>	Students will establish products national and international prices, through the analysis of factors, use of methods and strategies, to contribute to the corporation profitability.

Learning Unit	Hours		
	Theoretical	Practical	Total
<b>I. Price setting</b>	15	35	50
<b>II. Price strategies</b>	6	19	25
<b>Total</b>	<b>21</b>	<b>54</b>	<b>75</b>


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## Learning Units

<b>1. Learning Unit</b>	<b>I. Price setting</b>
<b>2. Theoretical Hours</b>	15
<b>3. Practical Hours</b>	35
<b>4. Total</b>	50
<b>5. Objective</b>	Students will establish national and international prices to further corporation competitiveness in the target market.


Topic	Knowledge	Skills	Values/ Behavior
Internal Factors	<p>To identify what is price and its importance.</p> <p>To explain the internal factors for price setting:</p> <ul style="list-style-type: none"> <li>-Marketing objectives</li> <li>-Marketing mix strategies</li> <li>-Fixed and variable costs</li> </ul>	To establish internal factors intervening in prices setting.	Ethical Responsible Analytical Honest Assertive Disciplined
External Factors	<p>To explain external factor that must be considered for prices setting:</p> <ul style="list-style-type: none"> <li>-Market nature</li> <li>-Supply and demand</li> <li>-Country economy</li> <li>-Economic competence law</li> <li>- Fixed exchange rate</li> </ul>	To determine external factors intervening in prices setting.	Ethical Responsible Analytical Honest Assertive Disciplined

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Topic	Knowledge	Skills	Values/ Behavior
International Factors	To describe factors intervening in international price setting: -International policies for price setting -Prices agreements -Dumping/ safeguards -Target market legal environment -Target market supply and demand -Geographic prices conditions -Incoterms -Products adaptation cost	To determine the international factors intervening in an international price setting.	Ethical Responsible Analytical Honest Assertive Disciplined

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Topic	Knowledge	Skills	Values/ Behavior
Methods for prices setting	<p>To describe methods for national and international prices setting:</p> <ul style="list-style-type: none"> <li>-Prices setting according to cost</li> <li>-Prices setting according to balance point and objective profits analysis</li> <li>-Prices setting according to the buyer</li> <li>-Prices setting according to the competition</li> <li>-Prices setting according to demand estimate</li> <li>-Base price setting</li> <li>-Price setting by product lifecycle stages</li> <li>-Prices setting according to distribution channel.</li> </ul>	To determine products national and international prices.	Ethical Responsible Analytical Honest Assertive Disciplined

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## PRICE STRATEGIES

### ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a product case, to deliver a file including:</p> <ul style="list-style-type: none"> <li>- Internal and external factors analysis</li> <li>- International factors analysis</li> <li>- National price proposal</li> <li>- International price proposal</li> <li>- Justification of selected method for price setting.</li> </ul>	<ol style="list-style-type: none"> <li>1.- To identify internal and external factors that intervene in price setting.</li> <li>2.- To identify international factors to set a price.</li> <li>3. To understand methods for national and international prices setting.</li> <li>4. To determine products prices.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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## PRICE STRATEGIES

### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Research tasks Collaborative teams Cases analysis	Internet Projector Computer Board Printed material

### *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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# PRICE STRATEGIES


## Learning Units

<b>1. Learning Unit</b>	<b>II. Price strategies</b>
<b>2. Theoretical Hours</b>	6
<b>3. Practical Hours</b>	19
<b>4. Total</b>	25
<b>5. Objective</b>	Students will formulate strategies of national and international price to position products in the target market.

Topic	Knowledge	Skills	Values/ Behavior
National strategies	To describe national price strategies: -For new products -Market screen -Market penetration -Products mix -Price adjustment -Psychological -Geographic -Price change reactions -By product lifecycle -By channel	To formulate national price strategies.	Ethical Responsible Analytical Honest Assertive Disciplined

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Topic	Knowledge	Skills	Values/ Behavior
International strategies	To describe international price strategies -According to selected market product lifecycle -According to competition -Standard world price -Transference prices -Individual markets prices -Penetration prices according to market -Gradual decrease -Price parity -Of minimum and maximum transference.	To formulate international prices strategies.	Ethical Responsible Analytical Honest Assertive Disciplined

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a product case, to deliver a report containing:</p> <ul style="list-style-type: none"> <li>-National price strategies and their justification</li> <li>-International price strategies and their justification</li> </ul>	<ol style="list-style-type: none"> <li>1.- To identify national price strategies.</li> <li>2.- To identify international price strategies.</li> <li>3.- To formulate prices strategies.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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### *TEACHING-LEARNING PROCESS*

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### *TRAINING FACILITIES*


Classroom	Languages Lab/Workshop	Corporation
X		

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## PRICE STRATEGIES

### ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To propose price setting strategies through an analysis of costs, competition, organizational policies and profitability, to contribute to product competitiveness in national and international market.	<p>Students formulate a price setting strategy including:</p> <ul style="list-style-type: none"> <li>- Used analysis technique and its justification:</li> <li>- of costs,</li> <li>- of competition prices,</li> <li>- of prices based on consumer perception,</li> <li>- of opportunity</li> <li>- Product profitability analysis</li> <li>- Price proposal</li> <li>- Justification</li> </ul>
To structure marketing integral communication strategies through the integration of promotional mix, to position the product in the target market.	<p>Students present integral communication strategies including:</p> <ul style="list-style-type: none"> <li>- Personal sale</li> <li>- Publicity</li> <li>- Sales promotion</li> <li>- Public relations</li> <li>- Electronic commerce</li> <li>- S-Commerce</li> <li>- Digital marketing</li> <li>- Point of sale marketing</li> <li>- Direct marketing</li> </ul>


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Ability	Performance Criteria
To assess corporation environment through matrix tools and research techniques to define feasible strategies.	Students elaborate a corporation situational analysis including: <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Employed matrix tools and research techniques justification</li> <li>- Description of macro-environmental factors: economical, technological, political, legal, environmental, social and cultural</li> <li>- Description of micro-environmental factors: clients, providers, public, employees, products, corporation resources, competition, organizational philosophy</li> <li>- Determination of market attractiveness and corporation competitive advantages</li> <li>- Detected market opportunities</li> </ul>
To elaborate marketing strategic plans from the environment and corporation analysis, in order to achieve commercial objectives.	Students formulate a marketing strategic plan including: <ul style="list-style-type: none"> <li>- Objectives</li> <li>- Marketing strategies</li> <li>- Marketing budget</li> <li>- Activities timetable</li> <li>- Sales results estimate</li> <li>- Control mechanisms</li> <li>- Conclusions y recommendations</li> </ul>

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**BIBLIOGRAPHY**

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