



LINCOLN UNIVERSITY

BA 373 Pricing

Fall 2025

Monday 12:30 – 3:15 p.m.

Credit: 3 units – 33 lecture hours

Instructor: Dr. Bill Hess

Level: Mastery 2 (M2)

CATALOG COURSE DESCRIPTION

This course is designed to provide students with the concepts and techniques for assessing and formulating pricing strategies. Topics include utility theory, market structures, sales promotion and price description, international pricing, game theory, and auction designs. Topics may vary each term. Additional emphasis will be on measuring the return on investment (ROI) of marketing decisions. (3 units)

Prerequisites: BA 301, BA 304

COURSE OBJECTIVES

The objectives of this course are

- to understand costs, cost determination, allocation of costs,
- to understand the differences in price and value
- to study customer reaction to price increases
- to study pricing in different industries
- business pricing compared to consumer pricing

TEXTBOOK

The Strategy and Tactics of Pricing; Thomas T. Nagle and Reed K Holden Third Edition
Prentice Hall ISBN 0-13-026248-X

METHODOLOGY

Instruction will include lecture, student discussion of material studied, a course project, and individual assignments.

COURSE WORK

Course work will include study of the textbook, discussions of current events, assignments, and a major project. All assignments must be typed. Assignments are due at the start of the class in which they are assigned. Lincoln University uses APA style format for student work. If you are unfamiliar with this format, contact the library for help. There are also free booklets available to show you the steps in using APA style format.

Again, contact the library for help.

Thought process and analysis are the important components in individual and project assignments. Ease of reading and conciseness are important elements in such reports.

MAJOR PROJECT

There is an individual project – the study of pricing in an industry. Pricing in consumer clothing is different than pricing in jewelry. Pricing in the automotive industry is different than pricing in the aircraft industry.

Each student is to decide the industry he/she plans to study. At the start of the third class each student is to provide a write up of the industry he/she plans to study and why that industry.

The student may decide it important to interview people in the industry of study. Use of Interviews and/or questionnaires is encouraged.

The student may find it useful to use the resources in our library.

Virtual Library (available 24/7)

The library's collection is primarily online. That means you can access our e-databases from home 24 hours a day, 7 days a week. This includes thousands of journal articles, newspaper and magazine articles, ebooks, videos, business plans, company and business data, reference material, etc. All of the library's electronic resources are listed with descriptions in the [LIRN Portal](#). The portal can be accessed from our [Library web page](#) and with the following link and credentials (*restricted to the Lincoln community*):

LIRN Portal: <https://proxy.lirn.net/LincolnUniv>

Login: lincolnuniv

Password: lincolnoak

These are meant only for members of the Lincoln University community and are not to be shared outside of that. If we find someone has allowed a non Lincoln University student to use these sources, we will close the portal which means no one will have access to these excellent data bases.

Your project must be submitted in word. You will submit it your report to Turnitin and Include the Turnitin report when you submit it to me. Any paper with similarity of 10+% on Turnitin will receive no points for the project. You can use material from internet sources if you provide proper reference/citation.

BIBLIOGRAPHY

In addition to the text used for this course, it may help the students to expand their interest and knowledge in the subject by reading material in other publications and texts. Recommended reading includes:

[The Wall Street Journal](#)

[Rural Marketing](#)

[San Francisco Business Times](#)

[Business Week](#)

Integrated Marketing Communications, Belch & Belch; Irwin. 2002
Services Marketing, Lovelock; Prentice Hall, Inc. 1991. Second Edition.
The Power of Logos, Haig, John Wiley & Sons; 1997

EXPECTATIONS

The textbook does a good job of explaining pricing theory. However, it is not sufficient to provide the details of pricing in various industries. The student will want to research articles of the industry they are studying. There are trade associations in industries. It may benefit the student by contacting the associations in their industry of study.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a marketing manager, and that you will discuss your thoughts during class.

Notes, electronic dictionaries, or any method of obtaining information is not permitted during quizzes or exam.

EVALUATION

Grades will be based on the quality of reports, project, examination, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to marketing problems/solutions that demonstrate a solid working knowledge of the concepts and principles of marketing. Memorizing definitions is not sufficient. Grades will be based on:

Quizzes	20 points
Exam	100 points
Classroom participation	80 points
Marketing project	<u>85 points</u>
	285 points

265 - 285 – A	249 – 264 – A-	238 – 248 – B+	227 – 237 – B
216 – 226 – B-	205 – 215 – C+	194 – 204 – C	183 – 193 – C-
172 – 182 – D	Below 172 – F		

MAKE-UP WORK

Assignments are to be on time at the start of class. Exams and assignments cannot be made up if missed – unless there is a documented emergency.

TURN IT IN

The project report is to be submitted to Turn It In no later than 11:30 a.m. April 30, 2021. Each student will need to create an account to do so. Here are the instructions on how to do so.

1. Go to www.turnitin.com and click
2. Instead of login click on 'Create Account'
It is clickable and you can find at the top right-hand side corner
3. The page will appear as "Create a User Profile" where you need to go down below that page and there is a student button and click there.
4. Then the page will appear as "Create a Student Account" where you need to key in the given Class I and Enrollment Key by Dr. Hess.

Fill up those details in the respective places and also fill out all your email ids etc. below the page. and you are set for the class and then submit your report.

Exam cannot be made up if missed – unless there is a documented emergency.

The professor reserves the right to modify the course as necessary to achieve student outcomes.

If you require special accommodations for this course, you should notify Student Services. Please contact them at studentservices@lincolnuca.edu 510/628-8034. You will need a letter of accommodation from a licensed medical practitioner. After notifying Student Services make an appointment with your instructor(s) to have a confidential discussion of what you will require for this course

Instructor

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can reach Professor Hess at E mail address whess@lincolnuca.edu. Students need to follow up if they do not receive a reply to response.

LINCOLN UNIVERSITY

BA 373

Pricing

Monday 12:30 – 3:15 p.m.

Fall 2025

Instructor: Dr. Hess

August	25	Introduction to course. Discuss plans for the course. Discussion of Marketing and Pricing and the role of pricing in achieving marketing goals.
September	1	Labor Day. No class.
	8	Chapter 1 Strategic Planning
	15	Chapter 2 Costs Hand in. Industry you want to study. Why.
	22	Chapter 3 Financial Analysis
	29	Chapter 4 Customers
October	6	Chapter 6 Pricing Strategy
	13	Chapter 7 Life Cycle Pricing
	20	Chapter 9 Segmented Pricing
	27	Project updates
November	3	Chapter 10 Pricing in the Marketing Mix
	10	Chapter 11 Chanel Strategy
	17	Chapter 12 Competitive Advantages
	24	Chapter 13 Measuring Perceived Value and Price Sensitivity
	20	Chapter 14 Ethics and the Law
	27	Chapter 8 Value Based Sales and Negotiations
December	1	Presentation of Projects
	8	Final exam

If all of the information below is properly presented the student will receive 15 points by turning this paper in at the start of the first class. If the paper is turned before the start of the second class, the student will receive 5 points.

Name as on university records

ID No. _____

Lincoln University email address:

Signature:

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally, I affirm that all work I submit for a grade – homework, project assignments, project, and exams will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine, I will receive no points for the assignment.

Revised: July 15, 2025