



COURSE INFORMATION

DIVISION OF BUSINESS ADMINISTRATION – BA373 PRICING SYLLABUS SPRING, 2025

INSTRUCTOR INFORMATION

- Chiu Chen, Ph. D., Purdue University
- cchen@lincolnuca.edu
- Room 407
- (925) 681-9846
- Office Hours: Monday from 11:45 am to 12:30 pm and by appointment

COURSE CREDITS AND LEVEL

- 3 units/45 lecture hours
- Mastery 2 (M2)

CLASSROOM LOCATION AND CLASS MEETING TIME

- TBD
- Monday from 12:30 to 3:15 pm

COURSE DESCRIPTION

CATALOG 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 discrimination, international pricing, game theory, and auction designs. The topics may vary each term. Additional emphasis will be on measuring the return on investment (ROI) of marketing decisions. (3 units)

The specific course objectives are to:

- Provide the student with a knowledge of the basic concepts and practices of pricing strategy in marketing
- Introduce the price as an element of marketing mix
- Discuss the procedures of setting the initial prices
- Analyze basic pricing strategies and the use of breakeven analysis
- Outline the process to modify the existing prices
- Explain four types of factors that determine the market's price-change response
- Describe strategic issues in developing a price structure
- Discuss price segmentation and the variety of fences that can be used to accomplish it
- Communicate an understanding of marketing concepts and activities through written assignments including project presentations



LEARNING OUTCOMES¹

At the end of the course, students should be able to:

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Grasp the basic rationale of modeling assumptions, analysis and implications of various models of voluntary and involuntary price discrimination.	PLO2	ILO1b, ILO2b, ILO4b	chapter assignments quizzes exams
2	Qualitatively demonstrate knowledge of principles and conclusions of various pricing models as they fit different market structures.	PLO3	ILO2b ILO7b	in-class discussions chapter assignments project assignments quizzes exams
3	Identify principles of price perceptions and comparisons, based on findings from psychology, marketing, and behavioral economics.	PLO5	ILO4b, ILO5b	in-class discussions classroom exercises chapter assignments project assignments
4	Demonstrate the understanding of ethical theories in their application to the pricing strategy of the organization.	PLO6	ILO3b	classroom exercises term project project presentation

To achieve these learning outcomes, we will employ classroom discussion, case analyses, experiential exercise, and written and oral presentations. Lectures on conceptual material and instruction on analytical methods support the classroom activities. Student performance will be evaluated through class participation, quizzes, individual assignments, a term project and examinations. Student participation in class activities is essential and will be graded. Attendance at all scheduled class meetings is expected.

COURSE REQUIREMENTS

REQUIRED COURSE MATERIALS

- Textbook: Robert M. Schindler (2023), Pricing Strategies: Harvesting Product Value (2nd edition), Sage Publications Ltd., ISBN-10: 1526494418, ISBN-13: 978-1526494412
- Other relevant information pertaining to the assignments.

CLASS ATTENDANCE AND PARTICIPATION

Student attendance for this course is essential. A student missing more than 13 sessions will not pass the course. A session is defined as a one-hour lesson; every Monday class period consists of three lessons/sessions. Three points will be deducted for each missed session. Students start with 9 points of participation in total for each class (ex. If a student misses the first two sessions of a class, they will only receive 3 participation points.) (Please see the grading formula for class attendance and participation

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.



under the “Method of Evaluation” section for more information). If an absence is necessary, the following guidelines regarding absences should be followed.

- For any student who has an exceptional circumstance, they must consult with the Director of Admissions and Records for an alternative to making up the class sessions missed.
- A doctor’s note is required to be excused due to illness.

Students are encouraged to be prepared for the class and contribute to class discussions. Points will be granted to students who participate in the class discussions (see the grading formula for class participation under the “Method of Evaluation” section).

CHAPTER AND PROJECT ASSIGNMENTS

Chapter and project assignments will be assigned periodically.

- Assignments must be typed. Hand-written assignments will not be accepted.
- Assignments are due by 12:30 pm of the due date. You are asked to submit your assignments via the Canvas. Assignments submitted via email are not accepted.
- Five points per week will be deducted if assignments received after the due date.

GROUP PROJECT AND PRESENTATION

Everyone will complete a term project paper and presentation. The project guideline will be posted later. Three project assignments have to be done to finish group project step by step. You may need to discuss your project with Instructor for 1 to 2 times to make sure having a satisfactory outcome.

Assignments and projects required students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

EXAMINATIONS

Three examinations are scheduled throughout this semester. The following lists the material covered in each exam:

- Exam 1 - Chapters 1, 2, 3, and 4
- Exam 2 - Chapters 5, 6, 7, 8, and 9
- Exam 3 - Chapters 10, 11, 12, and 13

For more information on course activities and course schedule, please click the course navigation function SYLLABUS on the left side of the screen, and then click the link of Syllabus, Course Schedule, and Group Project.

METHOD OF EVALUATION

POINTS AND PERCENTAGE

• Class participation	100 total	11%
• Chapter assignments	30 each, 210 total	24%
• Project assignments	30 each, 90 total	10%
• Examinations	100 each, 300 total	33%
• Written project	100 total	11%
• Project presentation	100 total	11%
• Total	900 points	100%



GRADING SCALE

- A+: 840 + (93.33%) A: 810 – 839 (90%) A-: 780 – 809 (86.67%)
- B+: 750 – 779 (83.33%) B: 720 – 749 (80%) B-: 690 – 719 (76.67%)
- C+: 660 – 689 (73.33%) C: 630 – 659 (70%) C-: 600 – 629 (66.67%)
- D+: 570 – 699 (63.33%) D: 540 – 569 (60%) D-: 510 – 539 (56.67%)

CLASS ATTENDANCE AND PARTICIPATION

Grading formula for class participation is listed below:

- $100 - (3/\text{session} \times \text{Absence}) + (0.1 \times \text{Discussion})$

CLASSROOM CONDUCT

The normal rules of classroom etiquette apply. Try to respect your classmates in a way that helps to make the best learning environment possible. Try not to bring cell phones, laptops, or any electronic devices into the class. If you must have these kinds of electronic devices, make sure that they are silenced, stored away and not used any time during the class period. Laptops are allowed for note-taking only. Unnecessary distractions that detract from the classroom are highly discouraged and repeated disruptions will be reflected in a poor class participation grade. Be on time to class, as quizzes will be given at the beginning of the class.

RUBRICS AND GRADES

In order to understand what is expected of you for each assignment, please check out the rubric attached to each assignment for the grading criteria. You can view your grades by clicking the Grades in the left-hand side of the course site. Please check your grades regularly to make certain that I have received all your assignments. If you have a question about a grade, email me through my LU email account.

Group written report and presentation are graded based on group members' evaluation. Not everyone in the same group will receive the same grade for your final report. The following formula will be used: $(\text{the score you give yourself} + \text{the scores your group members give you}) / \text{the highest score each group member gives out} = \text{percentage of your contribution for the group report and presentation.}$

MAKE-UP EXAMINATIONS

Do not miss the regularly scheduled quizzes and exams. Note the following points.

- Only individuals who miss the regularly scheduled exams for reasons acceptable to the university and Instructor can take a make-up exam. These reasons include your unavoidable illness when verified by a physician and almost no others. Unacceptable reasons include weddings (yours or anyone else), vacations, rides home, lack of preparation, loss of memory, sleeping in, a relative's illness or death, car trouble, and most all other reasons of a similar nature.
- Fifteen points will be deducted from your total exam score per week until the make-up exam is completed. For example, if you miss an exam due on 3/03 at 3:15 pm and you take a make-up exam within one week (3/10, before 3:15 pm), 15 points will be deducted. If you take it past 3:15 pm on 3/10 and within two weeks (3/17, before 3:15 pm) 30 points will be taken off.



- All make-up exams are administered no later than Tuesday of the last full week of class at a mutually convenient time. Make-up exams may be in a different format than the original test. If the original test is multiple-choice, the make-up could be an essay.
- You must inform me, in writing, of your need to take a make-up exam at least one full week before the make-up exam date. Please also provide supporting documentation for why you missed the exam (e.g., doctor's note, court proceedings, family emergency, etc.)
- If the final exam is taken before the scheduled date, it will be administered in an essay format.

COURSE COMMUNICATION

For personal concerns or questions, office hours are a good way to contact me. Feel free to go to Room 407 (adjunct faculty lounge) before class, Monday from 11:45 am to 12:30 pm. If this office hour does not work for you, email me for appointments. Zoom meeting can be scheduled at a mutually convenient time.

ANNOUNCEMENTS IN CANVAS

Announcements will be made in class and be posted on Canvas on a regular basis. The announcements in Canvas will appear on your BA373 course menu when you log in. Please make sure to check them regularly, as they will contain important information about upcoming learning activities or class concerns. I expect students will login at least 3 times per week.

COURSE Q&A IN CANVAS

This is an informal discussion forum where students can post and respond to questions about course content and logistics. When posting on this discussion board, it is important to understand how to interact with one another online. You can read more about the rules of netiquette at <http://www.albion.com/netiquette/index.html>.

EMAIL

Another way to contact me is through email. I generally check my email several times each day. You can expect a response within 24 hours, Monday 9:00 am to Thursday 5:00 pm; no response guarantee on Fridays or Weekends. Please check your emails regularly for class updates. When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with the course number, your name, and message subject. For example, *BA373_ChIUChen_Chapter Assignment*.
- Send emails to my LU email account.

ACADEMIC HONESTY

You are reminded of the university policy on academic honesty. Transgressions will result in a grade of zero and judicial proceedings. Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Do not let another student login to your Blackboard account. Contribute fairly to group work. Always cite *all* reference materials that you use (including materials from the web).

During examinations, you are not allowed to walk in and out of the classroom until completion of the examination.



STUDENT DISABILITY SERVICES

Lincoln University is committed to making its educational opportunities accessible to qualified individuals with disabilities in accordance with Sections 503 and 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). Students with disabilities who require accommodations must contact Student Services Department as soon as possible. All individuals requiring reasonable accommodations are responsible for informing the university in a timely fashion and for providing documentation and evaluation in appropriate cases. Students already registered with Student Services Department should present their letters of accommodation to faculty at the start of term or as soon as possible in order to ensure that needs are met. (<https://acqa.lincolnuca.edu/disability-policy/> and <https://acqa.lincolnuca.edu/ada-accommodations/>)

NOTE

GENERAL SAFETY ON CAMPUS

The capacity of the elevator is four people, please practice common sense and do not take it if you are the fifth person.

The instructor reserves the right to alter the contents of this syllabus/schedule at any time during the semester.



COURSE OUTLINE FOR PRICING

Module 1: Introduction

- 1/27 Course introduction
Group project description
Pricing as an element of the marketing mix
Syllabus
Project group forming
Chapter 1

Module 2: Setting of Initial Prices

- 2/03 The starting point in setting an initial price
Chapter assignment #1 due and discussion
Chapter 2
- 2/10 Assessing value to the customer
Chapter assignment #2 due and discussion
Chapter 3
- 2/17 Presidents' Day
- 2/24 Basic pricing strategies and the use of breakeven analysis
Chapter assignment #3 due and discussion
Chapter 4

Module 3: Modification of Existing Prices

- 3/03 Exam #1
The generalized breakeven formula and its use
Chapter 1, 2, 3, and 4
Chapter 5
- 3/10 Predicting price-change response: Economic and competitive factors
Chapter assignment #4 and discussion
Chapter 6
- 3/17 Predicting price-change response: Knowledge-related factors
Chapter assignment #5 due and discussion
Chapter 7
- 3/24 Predicting price-change response: Feelings-related factors
Chapter assignment #6 due and discussion
Chapter 8
- 3/31 Empirical measurement of price-change response
Chapter assignment #7 due and discussion
Chapter 9

Module 4: Developing a price structure

- 4/07 Exam #2
Fences for price segmentation
Chapter 5, 6, 7, 8, & 9
Chapter 10
- 4/14 Time as a price-segmentation fence
Project assignment #1 due
Chapter 11



- 4/21 Place as a price-segmentation fence
Project assignment #2 due Chapter 12
- 4/28 Pricing to the less-informed segment
Project assignment #3 due Chapter 13
- 5/05 Project presentation
- 5/12 Exam #3
Project presentation
Final project due
Group member evaluation
Course evaluation Chapter 10, 11, 12, &
13