

Course Title	Pricing Strategies
Course code	MRKT250
Pre-required courses	MRKT 120
Course Level	Sixth
Credit Hours	3 hours
Teaching Language	Arabic
Course Description	
<p>The course introduces students to basic knowledge in pricing as one of the components of the marketing mix. It also gives students the necessary knowledge on how to plan and how to build effective policies and strategies and to take the right pricing decisions. It also addresses strategic and tactical pricing issues and reviews special cases in pricing across a range of professional contexts – as service, international and industrial contexts . In addition, this course prepares students to professional life through attending workshops presented by professional in the marketing field and having multiple field visits.</p>	
Course aims:	
<ul style="list-style-type: none"> • Identifying the basic concepts that underlie pricing strategies • Identifying the planning' steps to pricing • Knowing what are the main factors influencing pricing • Identifying the main problems and challenges facing marketing manager in setting the prices 	
Course Contents	
<ul style="list-style-type: none"> • Basic concepts of pricing • Pricing decision making steps • Factors affecting pricing decisions • Pricing methods • Pricing strategies • International pricing • Pricing of services • Pricing of industrial goods 	