

COLLEGE OF CHEMISTRY COURSE GUIDE (../INDEX.HTML)

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UGBA 169 - PRICING (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

This three-module course aims to equip students with proven concepts, techniques, and frameworks for assessing and formulating pricing strategies. The first module develops the economics and behavioral foundations of pricing. The second module discusses several innovative pricing concepts including price customization, nonlinear pricing, price matching, and product line pricing. The third module analyzes the strengths and weaknesses of several Internet-based, buyer-determined pricing models.

PREREQUISITES

None

WORKLOAD

TIME COMMITMENT

3 hours of lecture per week.

UC Berkeley Course Guide (<http://guide.berkeley.edu>)

COLLEGE OF CHEMISTRY PEER SERVICES

Made by Angela Lee, c/o 2019

