

# UTS:SHORT COURSES

[www.business.uts.edu.au/edu](http://www.business.uts.edu.au/edu)

## Pricing for Success

### STRATEGY AND TACTICS FOR PROFITABLE GROWTH

As the global financial crisis enters the planning recovery stage, pricing has received renewed interest from commercial, government and not-for-profit organisations. There is a realisation that managers need to achieve both revenue and profit objectives for the medium and long terms.

Pricing is a key component in the success of any commercial business. This program aims to build a working knowledge of how product and service pricing can impact and influence the profitable growth of organisations.

This two-day course aims to give participants the knowledge and skills to:

- Recognise the importance of pricing on organisational success and health
- Use pricing concepts and tools
- Diagnose pricing situations
- Innovate pricing policy
- Improve business performance through pricing actions
- Learn how to set price.

#### Program

##### Day One

- The critical nature of pricing
- Pricing and organisational strategy
- Pricing for growth
- Strategic marketing and pricing
- Price positioning
- Conceptual orientation to pricing
- The price-demand relationship
- Psychological perspectives of pricing.

##### Day Two

- Traditional approaches to pricing
- Static and dynamic price decisions
- Price discrimination as an effective tool to skim the market
- Pricing related products
- Pricing issue workshop - diagnosing key concerns.

Participants must bring their own laptop and should have Excel2007.

#### Who Will Benefit

This course is particularly useful for:

- CFOs
- Marketing managers
- General managers
- Brand managers
- Product managers
- Accountants
- Finance managers
- New product managers
- Entrepreneurs
- Small-to-medium business people.

#### What Makes This Program Unique

- This is a hands-on program that looks at the underlying theory of effective pricing and how it is best applied in practice.
- Program content addresses both the growth and profit aspects of pricing.

#### About the Presenters

##### Dr Bruce Perrott *BCom(Econ), MBA, PhD*

Dr Perrott is interested in how business and marketing strategies are formulated, formalised and managed through to the implementation phase. This interest is pursued through a broad range of activities including; the management of strategic projects; advice and consultation to senior management on strategic direction, methodology and process; setting strategies for profitable growth; education and management development on all aspects of strategic management and marketing.

##### Dr Christine Ebling *Dip(Mathematics), PhD*

Dr Ebling specialises in analysing the effects of prices on consumer behaviour. Her research incorporates both psychological effects of pricing as well as the measurement of consumers' willingness to pay and the implications for profit-optimal price setting. Dr. Ebling teaches the postgraduate course "Pricing and Revenue Management" within the UTS School of Marketing and regularly engages in consulting senior management on techniques to model and manage consumers' responses to price change.

#### Course Details

<b>2011 Date</b>	Run on Demand
<b>Duration</b>	2 days (9am-5pm)
<b>Price</b>	\$1,980 (incl GST)
<b>Discounts</b>	3+ enrolments UTS Alumni
<b>Presenters</b>	Dr Bruce Perrott and Dr Christine Ebling
<b>Location</b>	City/Haymarket Campus
<b>Max. Enrolments</b>	25
<b>Further Information</b>	Tel: +61 (02) 9514 3504  Email: executive.development@ uts.edu.au