



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Pricing Strategy (3427FIESP)**

**PROGRAM:** Bachelor of Business Administration (BBA),  
Bachelor of Administration & Service (BA&S)  
Bachelor of International Business (BIB)  
Bachelor of International Marketing & Logistics Administration (BIMLA)  
Bachelor of Economics & International Finance (BEIF)  
Bachelor of Gastronomy (GAS)

**LEVEL OF STUDY:** Undergraduate Programme

| <b>GENERAL ACADEMIC INFORMATION</b> |           |
|-------------------------------------|-----------|
| <b>LATEST UPDATE</b>                | 2020-2    |
| <b>ACADEMIC</b>                     | Marketing |

|   |   |          |  |
|---|---|----------|--|
| <b>DEPARTMENT</b>                           |   |          |  |
| <b>Subject type</b>                         | Elective/Emphasis   |          |  |
| <b>Language</b>                             | English   |          |  |
| <b>Semester</b>                             | Programme   | Semester |  |
|   | BBA   | Elective |  |
|   | BA&S  | Elective |  |
|   | BIB   | Elective |  |
|   | BIMLA   | Elective |  |
|   | BEIF  | Elective |  |
|   | GAS   | Elective |  |
| <b>Number of Academic Credits</b>           | 3   |          |  |
| <b>Hours of academic work</b>               | 96  |          |  |
| <b>Contact hours</b>                        | 32  |          |  |
| <b>Hours of independent/autonomous work</b> | 64  |          |  |
| <b>Learning prerequisites</b>               | <ul style="list-style-type: none"> <li>English V</li> </ul> |          |  |

|  |   |
|--|---|
| <b>International Component</b>             | <ul style="list-style-type: none"> <li>• National and international standards, policies, regulations and mores related to the professional field.</li> <li>• Vocabulary and technical language to communicate in different cultural contexts.</li> <li>• Research and/or projects with international and intercultural components.</li> </ul> |
| <b>Sustainable Development Goals (SDG)</b> | SDG: 4. Quality Education   |
| <b>COURSE DETAILS</b>                      |   |
| <b>COURSE DESCRIPTION</b>                  | Know, evaluate and apply economic and financial tools so that, in line with marketing and corporate strategies, they can execute a successful price management - Course is taught in English  |
| <b>Key Words:</b>                          | Pricing, Strategy, Management of prices.  |

| COMPETENCES DEVELOPED  | EICEA ILOS or Programme ILOS   | Course ILOS   | Type      | Content   | Teaching and Learning strategy | Assessment Method    |
|--|--|---|-----------|---|--------------------------------|----------------------|
|  | ILO 02<br>ILO 05<br>BIMLA ILO 07                                     | <b>Knows and evaluates</b> the fundamental elements that determine the price.                         | Knowledge | Concepts and fundamentals of the price. The pricing processes.        | Theoretical Class              | Formative Assessment |
|  | ILO 01<br>ILO 02<br>ILO 03<br>ILO 05<br>BIMLA ILO 07                 | <b>Applies</b> the basics of pricing to set the price of products and services in different contexts. | Knowledge | Determinants of price: costs, demand and competition. Price policies. | Theoretical Class              | Formative Assessment |
|  | ILO 01<br>ILO 02<br>ILO 03<br>ILO 05<br>BIMLA ILO 09<br>BIMLA ILO 08 | <b>Plans</b> the pricing strategy for products and services.  | Skill     | Price management strategies: price fixing, increasing and decreasing  | Discovery Based Learning       | Formative Assessment |
| <p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> |  |   |           |   |                                |                      |

BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.

**Bibliograph  
y**

- **Eslava, J.(2012). Pricing: nuevas estrategias de precios. (3ª Ed.) Madrid: ESIC.**
- **precios-I, estrategia de fijación de precios-II. Folios,S.A.**
- **Nagle, T. (1995). Estrategia y tácticas para la fijación de precios. Juan Granica.**

- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>• <b>López, S. (2014). Precios y costos en el mercadeo relacional. Ediciones de la U.</b></li><li>• <b>Sánchez, C. (2012). Administración y estrategias de precios. McGRAW-HILL/INTERAMERICANA.</b></li><li>• <b>Cadena, J. (2014). Fijación técnica de precios rentables. Editorial CESA.</b></li><li>• <b>Raju, J. Zhang, J., (2010). Fijando precios para ganar competitividad. Profit</b></li></ul> |
|--|---|