



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-3(M.Com)

Subject: Product and Pricing Strategies-MCOMM13514

Type of course: Major (Core)

Prerequisite:

Before delving into product and pricing strategies, students should grasp fundamental concepts in marketing, economics, and consumer behavior. A strong understanding of market segmentation, targeting, and positioning are essential, as it forms the basis for product development and defining target markets.

Rationale:

Product and pricing strategies for students should be tailored to their specific needs and financial constraints. Products should focus on affordability, functionality, and relevance to student life, offering features like student discounts, flexible payment options, and educational resources. Pricing strategies should balance profitability with accessibility, considering students' limited budgets while still providing value.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE – Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction of Product: Product: Basic concept of product, levels, Product-Life- Cycle: Concept, strategies related to different stages of PLC. Product Portfolio: Concept, Importance, Competition & Product Strategy.	15	25
2	Product Development and Positioning New Product Development: Meaning and Importance of new product – Types of new product. Stages of new product Development-Reasons for failure of a new product. Product Positioning : Meaning and Importance Steps in Product Positioning	15	25
3	Introduction of Pricing Meaning and objective of Pricing Factors affecting pricing decisions Methods of pricing : Mark-up pricing, Target-return Pricing, Perceived-value Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing, Steps in Pricing	15	25
4	Pricing Strategies and Tactics Profit maximization vs. revenue maximization, Market share objectives, Building customer loyalty through pricing Pricing Strategies: Cost-based pricing, Value-based pricing, Competition-based pricing, Dynamic pricing Pricing Tactics: Discounts and promotions, Psychological pricing ,Price skimming vs. penetration pricing, Price bundling and product line pricing	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Product Hunt Challenge: Students will search for different products in stores or online platforms. Take pictures and analyze product strategies of it and upload it on GMIU WEB Portal.	10
2	Pricing Strategies VS Pricing Tactics: Students will compare pricing and strategies and tactics and upload it on GMIU WEB Portal.	10
3	Price Strategy Identification: Faculty will give students a product and ask them to come up with a pricing strategy, considering various factors. Then, have them give brief information about it in short Report and upload it on GMIU WEB Portal.	10
4	Product Development Simulation: Divide students into teams and ask each team to create a new product. They should develop a product plan, including features, branding, and packaging, and present it to the class and upload it on GMIU WEB Portal.	10
5	Poster Making: Students will prepare a poster on given topic and upload it on GMIU WEB Portal	10
Total		50



Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	30%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Understand the concept of a product, including Product Life Cycle and its strategies.
CO2	Identify the stages of New Product development and product positioning.
CO3	Analyze different pricing methods such as Mark-up pricing, Target-return Pricing, and Perceived-value Pricing.
CO4	Develop an understanding of Pricing Objectives, including Profit maximization, Revenue maximization, and Market share objectives.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.



Reference Books:

- [1] Philip Kotler: Principles of Marketing, Armstrong, Pearson Education.
- [2] S. L. Gupta, Advertising and Sales Promotion Management – Sultan Chand & Sons
- [3] Michael Porter – Competitive Advantage
- [4] M. Adhikari: “Managerial Economics”, 3rd Edition, New Delhi Khosla Publishing House.
- [5] Marketing Decision Making and the Management of Pricing by Rajagopal, IGI Global.

