



Advanced Marketing on Specific Topics

Pricing

Summer 2025

Lecturer: Prof. Dr. Anett Erdmann (ESIC | Madrid)

Course schedule

Teaching block 1 April 14-17, 2025 (in person)	Teaching block 2 May 15-16, 2025 (Zoom)	Teaching block 3 June 23-26, 2025 (in person)
<ul style="list-style-type: none">– Monday 12 to 14 hrs JUR 372– Tuesday 10 to 14 hrs S 2– Wednesday 10 to 14 hrs S 055– Thursday 10 to 14 hrs JO 101	<ul style="list-style-type: none">– Thursday 1.5 hours (time: tba)– Friday 1.5 hours (time: tba)	<ul style="list-style-type: none">– Monday 10 to 12 hrs JUR 372– Tuesday 10 to 14 hrs ST A 1– Wednesday 10 to 12 hrs JUR 490– Thursday 10 to 14 hrs ST A 1

Course description

This course provides an in-depth exploration of one of the most critical elements of the marketing mix – the price – as a key factor in capturing the created value of products and services and the primary driver of a company's revenue. It plays a crucial role in profitability and business sustainability. This course emphasizes the assessment of customer value perception, price response of customers and competitors, and the development of smart customer-centric pricing strategies, both at the C-level (starting from the business model) and the analyst level.

Students will learn to use various value-based pricing research methods to assess customers' perceived value of new or established products or services, analyze demand and price sensitivity across different consumer segments and product categories, and utilize price tracking tools for data collection from e-commerce and marketplaces. Additionally, students will gain expertise in cost analysis, profitability, revenue growth, and the design of strategic and tactical sustainable pricing



solutions (e.g. including dynamic pricing, subscription pricing, auction pricing, bundling, pay-what-you-want).

The course also addresses current trends, such as AI-based pricing automation, personalization, and the use of advanced tools and software in pricing decisions. Practical case studies and projects are integrated to ensure that students can apply these concepts effectively in real-world scenarios.

By the end of the course, students will be equipped to make informed pricing decisions based on economic, behavioral, and psychological theories. They will also gain an understanding of numerical cognition and leverage cutting-edge technology to enhance decision-making, which complements the acquired skillset empowering students to drive competitive advantage and fast adjustments in competitive markets.

Examination to be completed

The examination comprises two mandatory assignments: (1) report and (2) presentation. All assignments must be passed to get 6 ECTS for the course.

Course registration

The course is limited to 30 participants. To register, please email apl. Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de). Spots will be allocated on a first-come, first-served basis.