

*Marketing Seminar
Winter 2021/22*

Literature and Teaching Project Seminar on Pricing

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Setting the right price for their offerings is of crucial importance for companies. On the one hand, prices are commonly used as indicators of a product's or service's quality and value. On the other hand, they have a major impact on profits and growth. Nevertheless, prices are often not well managed by practitioners. Problems arise due to various reasons: incorrect transfer of theoretical models to practice, multidimensional facets of prices, complex chains of effects, and psychological effects. As a result of poor price management, a company's profit may decline and hinder future development. Despite its importance, pricing is often neglected in marketing curricula.

In this seminar, we will dive deeper into the overarching topic of pricing, tackle the challenges of nowadays price management, and discuss traditional and new approaches to pricing. Furthermore, you will help to create the foundations of an undergraduate course in pricing.

Your tasks are (1) to write a systematic literature review on a pre-defined topic in the field of pricing to derive insights for managerial practice as well as to develop future research directions and (2) based on this literature review to develop the outline of one class that introduces the students to that pre-defined topic. You will present both your literature review and your class outline to the lecturers and the other seminar participants.

Related Literature

Simon, Hermann and Martin Fassnacht (2019), *Price Management*. Cham: Springer.

Viglia, Giampaolo, Hong Ayuan, and Aulona Ulqinaku (2021): "Call for Papers | Journal of Business Research: Dynamic and Personalized Pricing," (accessed June 16, 2021), [available at <https://www.journals.elsevier.com/journal-of-business-research/call-for-papers/dynamic-and-personalized-pricing>].



Learning Objectives

The main objective of this seminar is to improve your academic writing skills. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific marketing topic, translate academic findings into managerial implications, derive future research opportunities, and create didactically sound course outlines. Moreover, you train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 2-3 students.

1. Writing a seminar paper of 15-20 pages¹ (66% of the final grade)
2. Presentation (45 minutes) of the seminar paper and the class outline (34% of the final grade)

Both parts have to be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 credit points** (equivalent to about 360 working hours of total workload) in the Marketing Major.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Sertan Eravci (s.eravci@uni-muenster.de).

¹ depending on group size



Preliminary timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	Mid-November	in person*
Introductory classes: Pricing (Schmidt)	Mid-November	in person*
Selection of preferred topics	Mid-November	
Assignment of topics	Late November	
Workshop: Writing Literature Reviews (Ferié)	Late November or early December	in person*
Hand-in deadline for paper	Mid-February	
Hand-in deadline for presentation and class outline	Late February or early March	
Presentations	Early March	in person*

**We will meet in person (in compliance with COVID-19 rules). Please, be aware that this is still subject to change. Eventually, the session will be held as Zoom Live.*

During the course of the seminar, you can schedule individual meetings with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.