



## PFT CORPORATE TRAINING SERIES

### **COURSE TITLE**

PRICING STRATEGIES (Course code: PCTS0011)

### **LEARNING OUTCOMES**

This course will enable participants to develop a comprehensive understanding of both conceptual and practical approaches to pricing strategies. They will gain a full awareness of the context within which these approaches are developed and applied and build a full knowledge of the weaknesses and issues surrounding these techniques.

### **COURSE CONTENT**

- Matters to consider when setting prices
- The concept of elasticity of demand
- Formulating pricing strategies
- The relationship between pricing and product life cycle
- Reactions to expect from competitors when adopting different pricing strategies
- Pricing psychology and how this can be used as an opportunity
- Transfer pricing
- Maximizing profits through optimum pricing

### **WHO SHOULD ATTEND?**

Middle and Senior Managers who wish to understand the framework within which pricing decisions are made will find the course useful. The content will also be supportive of those involved in developing strategic pricing strategies through long term corporate planning and budgeting processes

### **DURATION**

3 hours (this is run as 1 session)

