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**Qəniyeva Bahar\_Qiymət və qiymətləndirmə**

1. Importance and objective of Pricing
2. Promotional pricing
3. Penetration pricing
4. Shaping by Orientation, Education, Training
5. Geographical pricing strategy
6. Basic pricing strategies. Premium Pricing and Skimming Strategy
7. Shaping by context design
8. Determinants of willingness to pay
9. Pricing fundamentals.
10. Alteration by compliance
11. Function of price in market economy
12. Factors affecting willingness to pay
13. Role of pricing in value creation
14. Market Models and Types
15. Pricing tactics and Strategy
16. Psychological pricing; benefits and strategies
17. Managing Customer Expectation and Behaviors- Accommodation
18. Price adjustment strategies
19. Neutral pricing
20. Competition driven pricing
21. Approach to pricing – Customer driven pricing
22. Steps to More profitable pricing – Data collection
23. Customer value and Willingness to Pay
24. Time Element, Market Price and Normal Price
25. Managing Customer Expectation and Behaviors- Alteration
26. Steps to More profitable pricing – Strategic Analysis
27. Willingness to Pay and factors affecting to s Customer WTP
28. Approach to pricing –Profit driven pricing
29. Pricing the new product for growth
30. Shaping by direct suggestion
31. Marketing tools for framing
32. Shaping by feedback and rewards
33. Shaping by selection
34. Willingness to Pay
35. Mechanics of price regulation
36. Pricing the low cost product
37. Government control over price and distribution
38. Market standards for fairness
39. Cost based pricing
40. Segmenting by time of purchase
41. Segmenting by product bundling
42. Pricing decision for a new product
43. Price optimization systems and optimization solutions
44. Planning for effective pricing
45. Limitations of price skimming
46. Competitive response to aggressive price level, policy or structure changes
47. Problems with cost plus pricing
48. Internal pricing decision factors
49. Market price and normal price
50. Managing the market – competitive price information
51. Skim pricing
52. Pricing Decisions: Internal Factors
53. The Time element in the theory of value
54. Pricing a product in a market decline
55. Industry wide pricing change and innovation
56. Marketing innovations through distribution channels
57. Policies for pioneer pricing
58. Pricing the differentiated product
59. Pricing Product, External and Internal Factors Affecting Pricing Decisions
60. Reasons for negotiating the price
61. Segmenting by buyer identification
62. Pricing strategy of the industry leader
63. Segment specific pricing approach
64. Market price and normal price
65. Benefits of using psychological pricing strategies
66. Optional bundling
67. Importance of segmented pricing
68. Pricing and distribution – selecting an appropriate channel
69. External pricing decision factors
70. Steps in pioneer pricing
71. Government policy toward monopolies
72. Human Resources Management – impact on Managing Customer Expectation and Behaviours
73. Factors to Consider When Setting a Product Price
74. Psychological pricing principles
75. Online pricing strategy