

LONG SIGNATURE SHEET



UNC CHARLOTTE

Proposal Number: MKTG 5-6-11

Proposal Title Establishment of New Graduate Course: Pricing & Positioning Strategy

Originating Department Marketing Department

TYPE OF PROPOSAL: UNDERGRADUATE _____ GRADUATE X UNDERGRADUATE & GRADUATE _____
 (Separate proposals sent to UCCC and Grad. Council)

DATE RECEIVED	DATE CONSIDERED	DATE FORWARDED	ACTION	SIGNATURES
12-2-11	12-2-11	11-15-11	Approved	<u>DEPARTMENT CHAIR</u> [print name here] SUNIL EREVELIAS
11-4-11	11-28-11 11-11-11	12-2-11	Approved	<u>COLLEGE CURRICULUM COMMITTEE CHAIR</u> Print name: KHALID BNTEN
11-30-11	12-2-11	12-2-11	Approved	<u>COLLEGE FACULTY CHAIR</u> N/A Print name:
12-5-11	12-6-11	12-6-11	Approved	<u>COLLEGE DEAN</u> Print name here if signing on behalf of Dean:
			Approved	<u>UNDERGRADUATE COURSE & CURRICULUM COMMITTEE CHAIR</u> (for undergraduate courses)
12-7-11	2-7-12	2-7-12	Approved	<u>GRADUATE COUNCIL CHAIR</u> (for graduate courses)
			Approved	<u>FACULTY GOVERNANCE SECRETARY</u> (noting Faculty Council approval on Consent Calendar)
				<u>FACULTY EXECUTIVE COMMITTEE</u> (if decision is appealed)

New Graduate Course Proposal

Course and Curriculum Proposal from: Department of Marketing, Belk College of Business

Establishment of New Graduate Course: Pricing and Positioning Strategy

A. PROPOSAL SUMMARY AND CATALOG COPY

1. SUMMARY:

The Department of Marketing proposes adding a new elective course to the MBA curriculum: MBAD6177

2. PROPOSED CATALOG COPY:

Course number	6177
Course prefix	Masters of Business Administration (MBAD)
Course title	Pricing and Positioning Strategy
Credit hours	(3)
Prerequisites	MBAD 6171 (Marketing Management) or permission of the MBA Director
When course offered	Every other year in the fall or spring, or on demand

Course Description:

The course is a study of advances in pricing and positioning strategies. Topics to be addressed may include marketing, economic, organizational, psychological, legal, and ethical factors of pricing strategies. Emphasis is placed on current pricing and positioning techniques, such as conjoint analysis and hierarchical value analysis, and practice creating and using spreadsheet simulators to model consumer response to pricing and positioning decisions in competitive markets.

B. JUSTIFICATION:

1. Identify the need addressed by the proposal and explain how the proposed action meets the need.

Need: The teaching mission of the Belk College is to “educate our students to become 21st Century leaders who are critical thinkers, ethically informed, and globally aware.” This course supports all three dimensions of that mission. Pricing is one of the fundamental topics of business, in general, and marketing, in particular—considered by many to be one of the “four principles” of marketing. Yet, it often receives little attention in education with most managers choosing prices based on “gut feel” or competitors’ existing prices. Managers operating in a globally competitive economic environment are better able to make profitable pricing decisions if they understand the economic,

marketing, organizational, psychological, legal, and ethical components of pricing strategies and consumer valuation of products and services.

2. Discuss the prerequisites/co-requisites for course(s) including class standing.

Prerequisites: MBAD6177 requires MBAD 6171 or permission of the MBA Director given the advance nature of the subject and the degree of difficulty of reading.

3. Demonstrate that course numbering is consistent with the level of academic advancement of students for whom it is intended.

Course Number: MBAD6177 is intended for graduate students and the 6000 number is consistent with past practice in the MBA program.

4. In general, how will this proposal improve the scope, quality and/or efficiency of programs and/or instruction?

Scope and Quality of Programs: At present the Belk College, via the Department of Marketing, offers only four marketing concentration electives across the graduate business administration programs (i.e., Marketing Research MBAD6172, Promotional Strategy MBAD 6173, Global Marketing 6174, and Consumer Behavior MBAD 6176). There is a need for additional elective topics.

The addition of a pricing and positioning strategy course at the graduate level will allow the department and the college to better fulfill our mission and values by providing students with more options.

Further, we will begin offering it on an alternation annually with MBAD6172 in order to increase course enrollments in both classes (anticipating closer to 30 students when alternated; the current fall 2011 enrollment in MBAD6172 is 11 students) which is preferred for these MBA classes, as far as providing a better student experience in team projects and class discussion. Should enrollment demand indicate a need to offer it more frequently over time, then we will do so.

MBAD 6177 may be used as a free elective or part of fulfilling the marketing concentration.

C. IMPACT:

1. What group(s) of students will be served by this proposal? (Undergraduate and/or graduate; majors and/or non-majors, others? Explain). Describe how you determine which students will be served?

Students served: Students served by this course are graduate students seeking a free elective or pursuing a Marketing concentration.

2. What effect will this proposal have on existing courses and curricula?

Effect of proposal on existing courses and curricula:

a. When and how often will course be taught?

It is anticipated that the MBAD6177 elective will be taught every other year, in the Fall or Spring semester; if demand indicates a need to teach it more frequently, however, than it would be offered every year.

b. How will the content and/or frequency of offering of other courses be affected?

This elective course has been carefully constructed to complement existing graduate marketing courses in the Belk College. The majority of the course content does not overlap with any other marketing or non-marketing course in the MBA program.

As mentioned prior, existing elective course MBAD6172 will be offered every other year (in alternation with proposed MBAD6177 elective).

c. What is the anticipated enrollment in course(s) added (for credit and auditors)?

Anticipated enrollment: 20 to 30 graduate level students. This is based on student feedback to the global programs office of a previous experimental course offering of the course in the global business programs (approximately 30 students in Taiwan taking it) and recent enrollments of other marketing electives in the graduate curriculum. Students in the MBA program taking current marketing electives have expressed an interest in having a pricing course. Students in the global MBA program have requested that the course be offered again. It is anticipated that some students from other concentrations might also take the course, given its cross-discipline topics (i.e. advances in pricing and positioning strategies of products and services).

d. How will enrollment in other courses be affected? How did you determine this?

Impact on other courses: If the course is alternated annually with MBAD6172 Marketing Research (which is currently taught once a year), then we anticipate that course enrollment in MBAD6172 will increase (i.e. Fall 2011 enrollment is 11 MBA students) up to 20 to 30 students, which would be preferred for that course, as well as for MBAD6177.

e. If course(s) have been offered previously under special topics numbers, give the details including the number of times taught and enrollment figures.

Previous course offering: An experimental course, MBAD6170: Pricing and Product Strategy, was offered in the summer of 2011 by Jared Hansen (Marketing) in the Global Business Program in Hong Kong. Separately, it was offered in the Global Business Program in Taiwan in Summer 2011. The Taiwan program has asked for the course to be offered again due to popular demand.

f. Identify other areas of catalog copy that would be affected, e.g., curriculum outlines, requirements for the degree, etc.

Other areas of catalog copy that would be affected:

MBAD6177 would need to be added to the Marketing concentration electives in the graduate catalog.

D. RESOURCES REQUIRED TO SUPPORT THE PROPOSAL:

1. Personnel:

a. Specify requirements for new faculty, part-time teaching, student assistant and/or increased load on present faculty.

No additional faculty are needed.

b. List by name qualified faculty members interested in teaching the course(s).

Jared Hansen (Marketing), Lin Yang (Marketing), Jim Oakley (Marketing), Sunil Erevelles (Marketing).

2. Physical Facility:

No unusual requirement is anticipated. Master classrooms will be suitable for these courses.

3. Equipment and Supplies:

No added resources are anticipated.

4. Computer:

Specify requirements for computer usage by students and/or faculty, and include an assessment of the adequacy of computing resources by Computing Services.

No unusual requirement for computers is anticipated. The Computing Services will be adequate.

5. Audio-Visual:

Specify the audio and/or visual equipment and media production services from Media Services.

No added resources required.

6. Other Resources:

Specify and estimate cost of other new/added resources required, e.g., travel, communication, printing and binding.

None required

7. Indicate source(s) of funding for new/additional resources to support this proposal.

Source of funding: None required

E. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS OR UNITS

1. Library Consultation:

Atkins Library: *Consultation on Library Holdings* report from Library specialist received on October 10, 2011. A copy indicating adequate holdings is enclosed in the appendix.

2. Consultation with other departments or units:

Belk College of Business Global Programs Office, Cindy Fox, in 2010 and 2011. A copy of confirmation is enclosed in the appendix.

MBA Programs Director, Gary Kohut, in Fall 2011. A copy of confirmation is enclosed in the appendix.

F. INITIATION AND CONSIDERATION OF THE PROPOSAL

1. Originating Unit

(05-06-11) Department of Marketing: Jared Hansen

2. Briefly summarize action on the proposal in the originating unit including information on voting and dissenting options.

The Marketing department voted on May 6, 2011 and unanimously accepted the original proposal.

3. Other Considering Units

Belk College of Business MBAPC Committee in Fall 2011. A copy of confirmation from the Chair, Judson Russell, is enclosed in the appendix.

G. ATTACHMENTS

1. Attach relevant documentation of consultations with other units.

Memos from the MBA Programs Director, Global Programs Office, MBAPC Committee Chair, and the Library are attached.

2. For graduate courses attach course outline(s) including basic topics to be covered and suggested textbooks and reference materials with dates of publication. (See attached syllabus)

MBAD 6177 Syllabus

1. Course Number and Title: MBAD6177 Pricing and Positioning Strategy

2. Course Description (Catalog Description):

Course Credit (3). The course is a study of advances in pricing and positioning strategies. Topics to be addressed may include marketing, economic, organizational, psychological, legal, and ethical factors of pricing strategies. Emphasis is placed on current pricing and positioning techniques, such as conjoint analysis and hierarchical value analysis, and practice creating and using excel simulators to model consumer response to pricing decisions in competitive markets.

3. Prerequisites: MBAD 6171 (Marketing Management) or permission of MBA Director

4. Objectives of the course:

1. To learn current concepts, methods, and approaches for formulating pricing strategy
2. To be able to understand how customers value product offerings, resulting in product positioning
3. To understand how to segment markets based on survey data
4. To be able to conduct a break even analysis
5. To be able to conduct a value analysis
6. To understand the concept of conjoint analysis and interpret conjoint results
7. To be able to use an excel-based conjoint simulator

5. Instructional Method

This course uses lecture and active class discussion/participation. Students will have the opportunity in class to observe and then practice using discussed pricing and positioning techniques.

6. Means of student evaluation

Grading will be occur through a combination of examinations and exercises. There will be two examinations—a midterm equal to 30% and a final equal to 40%--and a series of exercises equaling 30%).

7. Specify policies that apply to this course:

a. University integrity

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. Please see: <http://integrity.uncc.edu/>. This code forbids cheating (sharing work/answers), fabrication or falsification of information, multiple submissions of the same academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Students who violate the code can be expelled from UNC

Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to U. Standards of integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the instructor.

b. Attendance

Students are required to know the content from all class discussions and reading assignments. Much of the learning in this course will occur in class as participants learn how to use pricing and positioning techniques. Thus, attendance is expected for all class sessions. If students find themselves unable to attend class, they are responsible for getting notes on the missed material. Classes are value-added in nature compared to the reading assignments. Just reading the posted articles and Power Points will not be sufficient to do well in the course.

c. Grading policy

Grades will be calculated on an A (90-100%), B (80-89.9%), C (70-79.9%), Unsatisfactory (less than 70%) scale.

d. Additional requirements

All students are required to abide by the UNC Charlotte Sexual Harassment Policy (<http://www.legal.uncc.edu/policies/ps-61.html>) and the policy on Responsible Use of University Computing and Electronic Comm. Resources (<http://www.legal.uncc.edu/policies/ps-66.html>).

Cell phones must be set to vibrate/silent mode or turned off during class. The consequence of cell phone calls or text messaging in class will be determined by the class on the first day of meeting. Students are permitted to use computers during class for note-taking and other class-related work only. If students begin to use the computers for work not related to this class, restrictions will be placed on future usage of the computers so focus can remain on the course content.

8. Probable textbooks or resources

Nagle, Thomas T. John E. Hogan, Joseph Zale,(2010) *The Strategy and Tactics of Pricing: A Guide to Growing More Profitably*, 5th ed. Prentice Hall.

Conjoint analysis technical articles by either (a) Sawtooth, Inc. (one of the leading analytics firms specializing in conjoint analysis) which are available publicly free online for education use or (b) alternatively, scholarly articles on conjoint that are available through the campus library in print and online versions.

9. Topical outline of course content (for class meeting once a week):

Week	Topic	Reading
Week 1	Introduction to Pricing	--
Week 2	Strategic Pricing & Strategy	Nagle, Ch 1
Week 3	Spreadsheets, Breakeven Pricing	Nagle, Ch 9 & 10
Week 4	Value Creation & Market Segmentation	Nagle, Ch 2 & Ch 3
Week 5	Positioning	Nagle, Ch 4
Week 6	Hierarchical Value Analysis	Article Reading
Week 7	Price Level	Nagle, Ch 5 & 6
Week 8	Life Cycle Pricing	Nagle, Ch 7
Week 8	Pricing Ethics & Legislation	Nagle, Ch 13
Week 9	<i>Midterm Exam</i>	--
Week 10	Competition and Game Theory	Nagle, Ch 11
Week 11	Introduction to Regression	Article Reading
Week 12	Price Elasticity	Nagle, Ch 12
Week 13	Introduction to Conjoint	Article Reading
Week 14	Advances in Conjoint	Article Reading
Week 15	Conjoint—Simulations	Article Reading
Week 16	Conjoint—Market Segmentation	Article Reading
Week 17	<i>Final Exam</i>	--

Appendix



UNC CHARLOTTE

BELK COLLEGE *of* BUSINESS

Master of Business Administration Program

9201 University City Blvd, Charlotte, NC 28223-0001
t/ 704.687.7566 f/ 704.687.2809 www.mba.uncc.edu

TO: Dr. Sunil Erevelles
Chair, Department of Marketing

FROM: Dr. Gary F. Kohut
Chair, MBA Program

DATE: November 1, 2011

SUBJECT: Support for MBAD 6177, Pricing & Positioning Strategy

I am pleased to support the addition of a new elective in the MBA curriculum: MBAD 6177, Pricing & Positioning Strategy. This course will help serve students seeking a free elective or pursuing a marketing concentration. Students in the MBA program taking current marketing electives have expressed an interest in having a pricing course. It is also anticipated that some students from other concentrations might take the course, given its cross-disciplinary topics.

From: Fox, Cindy
Sent: Wednesday, November 16, 2011 12:33 PM
To: Hansen, Jared
Subject: Pricing and Positioning Strategy course

To the Graduate Council:

This is to confirm that the Pricing and Product Strategy course taught by Dr. Jared Hansen in Taiwan was very well received. Not only did the students ask for the course again in the next cohort, but two students contacted me to say it was an excellent course and very useful in their workplace.

We would like to offer this course on a more permanent basis; it is scheduled in the next cycle so we are hoping for your approval of the course.

Let me know if there is any additional information you need-Thanks!

From: Russell, Judson
Sent: Monday, October 10, 2011 11:57 AM
To: Hansen, Jared
Cc: Kohut, Gary; Erevelles, Sunil
Subject: MBAPC - comments on course proposal - Pricing & Positioning Strategy

You will need to get 7 copies (I think that is what Gary recommended) of your proposal to the BCGC committee.

The MBAPC has voted in favor of your course proposal.

Regards,
Judson



UNC CHARLOTTE
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Jared Hansen

From: Somaly Kim Wu

Date: October 10, 2011

Subject: MBAD 6177: Advances in Pricing & Positioning Strategy

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: October 10, 2011

Please Check One:

- Holdings are superior
- Holdings are adequate
- Holdings are adequate only if Dept. purchases additional items.
- Holdings are inadequate

Comments:

Library holdings are adequate for a course on "Advances in Pricing & Positioning." The library's print collection covers a variety of business topics such as pricing strategies, marketing, economics and much more.

The library also has access to a number of full-text electronic resources including Business Source Premier, LexisNexis, Hoover's Onlive vi LN, Emerald Management Review and EconLit.

The library has subscriptions to several print and electronic journals in this subject area. These include the Harvard Business Review, Journal of Marketing Research, and the Journal of Business Ethics.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current. Otherwise, the collection is adequate.


Evaluator's Signature

October 10, 2011
Date