



SELF PROGRAM 2021/2022

Product distribution, pricing and negotiation

Michael Strophair

Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: fall semester 2021

Course description:

The first part of the course will discuss product distribution across channels and potential differences between domestic and foreign markets. The second part of the course will look at pricing theory, pricing structure and its importance when developing product assortments across distribution channels. The third and final part of the course will cover negotiation and its application in the context of product distribution

Prerequisites:

Curiosity and a willingness to participate in class

Course objectives:

1. Gain an appreciation of different product distribution channels
2. Understand the differences between operating in a domestic versus foreign market
3. Develop an understanding of what elements need to be considered in product pricing
4. Learn to calculate a pricing structure and create a product assortment
5. Learn how to prepare a negotiation and the techniques that can be employed

Course Outline:

1. Product distribution
 - Distribution in a domestic market
 - Direct and indirect distribution
 - Physical distribution versus online
 - Distribution in a foreign market and market entry strategies
2. Product Pricing
 - Pricing theory
 - Pricing structure and pricing in practice
 - Building a product assortment and identifying opportunities
 - Pricing and channel management
3. Negotiation
 - Context
 - Power and its importance in negotiation
 - Negotiating traits and behaviours
 - Emotion, authority and empowerment
 - Tactics and values
 - Planning

Assessment:

10% attendance and active participation

50% course work

40% final exam

Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.