



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 8B: Pricing Chapters 30-31(part)

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
◆ Identify and implement successful marketing principles for pricing			
Unit Objectives			
◆ Apply three basic pricing concepts to price a product			
◆ Explain two major pricing policies used for a new product			
◆ Discuss price forward, price backward, one price policy and flexible price policy			
◆ Explain relationship between profit and pricing			
Text	Marketing Essentials		
Resources	Unit 8: Chapters 30 & 31 Student Activity Workbook Student Templates		
Time Frame	5 hours (suggested)		

CHAPTER 30: PRICING STRATEGIES

_____	READ	TEXT	pp. 392-397
_____	DO	QUESTIONS - Fact And Idea Review	attached
_____	READ	TEXT	pp. 398-403
_____	DO	QUESTIONS	attached
_____	DO	WORKBOOK	pp. 185-186
_____	DO	WORKBOOK (Computer Activity)	pp. 189-190

CHAPTER 31: PRICING MATH

_____	READ	TEXT: Profit vs. Markup	pp. 406
_____	DO	QUESTIONS	attached

CHAPTER 30 – PRICING STRATEGIES

All questions are to be answered in complete sentences.

Fact and Idea Review (p. 404 #1, 2, 3)

How does a marketer determine prices when using a cost oriented approach? Name two common methods of cost-oriented pricing.

What do marketers who use demand-oriented pricing attempt to determine? Cite two situations in which demand-oriented pricing is used?

How does competition-oriented pricing differ from cost-oriented and demand-oriented pricing? Name two basic types of competition-oriented pricing strategies.

Critical Thinking (p. 404 # 1, 2)

As product manager at Continental Cookies (p. 392) which method—skimming pricing or penetration pricing—would you use to introduce the new Coconut Surprise cookies. Why?

Johnson & Johnson promoted its baby shampoo to adult male athletes by touting the product's gentleness, even when used every day. What do you think J&J was trying to accomplish by promoting the shampoo to adult males? At what stage in the shampoo's life cycle do you think this promotion took place?

APPLICATION PROJECT (pp. 404-5) #1

This project may be done as a PowerPoint presentation.

Vocabulary

Gross profit

Net profit

Critical Thinking (p. 416 #1)

Why is a firm's net profit or loss related to pricing?

Self Assessment – “I can...”

LAP 8B

apply three basic pricing concepts to price a product
explain two major pricing policies used for a new product
discuss price forward, price backward, one price policy and flexible price policy
explain relationship between profit and pricing

ASK YOUR INSTRUCTOR FOR CHAPTER 30 TEST