

Prowadzący	Dr Ilona Lipowska
Oferta PJO*	TAK
Oferta PJOE*	TAK
Kierunek, rok, stopień dla PJO (*obowiązkowe)	Ekonomia, I rok, II st.
Semestr roku 2022/2023	letni

* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Multichannel pricing – the reality of modern retailing
Erasmus code	
ISCED code	
Language of instruction	
Website	https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm (dla PJOE)
Prerequisites	Knowledge of marketing basics
ECTS points hour equivalents	Contact hours (work with an academic teacher): 15h Total number of hours with an academic teacher: 15h Number of ECTS points with an academic teacher: 1 Non-contact hours (students' own work): 15 Total number of non-contact hours: 15 Number of ECTS points for non-contact hours: 1 Total number of ECTS points for the module: 2
Educational outcomes verification methods	Discussion and final test
Description	The module is dedicated to price as a marketing tool that is used in a multichannel retail environment. Every multichannel retailer must decide whether and how to apply channel-based price differentiation. Setting prices in a multichannel environment creates a vital challenge for multichannel retailers. The main objective of the course is to familiarize students with the essence of multichannel pricing – its complexity, forms, risks and benefits. During the classes students will work on interesting market examples and some key articles on multichannel pricing.
Reading list	
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. about the essence of price as a marketing tool 2. about the essence of price differentiation 3. about the differences between multichanneling vs omnichanneling 4. about the role of price in multichannelling <p>SKILLS</p> <ol style="list-style-type: none"> 1. to use advanced pricing terms 2. to identify and understand forms of price differentiation 3. to identify potential risks of multichannel pricing 4. to indicate arguments for and against multichannel pricing <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. student is aware of the complexity of pricing in a multichannel environment
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Educational outcomes verification methods	Discussion and final test
Comments	
Reading list	<ul style="list-style-type: none"> - Vogel J., Paul M., <i>One firm, One Product, Two Prices: Channel-Based Price Differentiation and Customer Retention</i>, „Journal of Retailing and Consumer Services” 2015, vol. 27. - Homburg Ch., Lauer K., Vomberg A., <i>The Multichannel Pricing Dilemma: Do Consumers Accept Higher Offline than Online Prices?</i>, „International Journal of Research in Marketing” 2019, vol. 36(4). - Fassnacht, M., Unterhuber, S., <i>Consumer response to online/offline price differentiation</i>, „Journal of Retailing and Consumer Services” 2016, vol. 28. - Trampe D., Konuş U., Verhoef P.C., <i>Customer Responses to Channel Migration Strategies Toward the E-Channel</i>, „Journal of Interactive Marketing” 2014, vol. 28. - Verhoef, P.C., Kannan, P.K., Inman, J.J., <i>From multi-channel retailing to omnichannel retailing: Introduction to the special issue on multi-channel retailing</i>, „Journal of Retailing” 2015, vol. 91(2). - Neslin, S.A., Shankar, V. <i>Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions</i>, „Journal of Interactive Marketing” 2009, vol. 23(1). - H. Simon H., <i>Price Management: Strategy, Analysis, Decision, Implementation</i>, Springer, 2019. - Simon H., <i>Confessions of the Pricing Man: How Price Affects Everything</i>, Springer, 2015.
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. about the essence of price as a marketing tool 2. about the essence of price differentiation 3. about the differences between multichanneling vs omnichanneling 4. about the role of price in multichanneling <p>SKILLS</p> <ol style="list-style-type: none"> 1. to use advanced pricing terms 2. to identify and understand forms of price differentiation 3. to identify potential risks of multichannel pricing 4. to indicate arguments for and against multichannel pricing <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. student is aware of the complexity of pricing in a multichannel environment
A list of topics	<ol style="list-style-type: none"> 1. Pricing introduction 2. Multichanneling vs omnichanneling 3. Price differentiation 4. The essence of multichannel pricing (forms of channel-based price differentiation) 5. Price incentives in channel migration strategies toward the e-channels 6. Consumer response to multichannel pricing 7. Potential risks of multichannel pricing
Teaching methods	Lecture
Assessment methods	Test (True/False questions and open-ended question)