|  |  |
| --- | --- |
| **Prowadzący** | Dr hab. Ilona Lipowska |
| **Oferta PJO\*** | NIE |
| **Oferta PJOE\*** | TAK |
| **Kierunek, rok, stopień dla PJO (\*obowiązkowe)** | nd |
| **Semestr roku 2022/2023** | zimowy |

\* 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** | Multi-Channel Pricing – Toward the Synergy of Price and Distribution in Marketing Strategy |
| **Erasmus code** |  |
| **ISCED code** |  |
| **Language of instruction** | English |
| **Website** | <https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm>  (dla PJOE) |
| **Prerequisites** | Basic marketing knowledge is preferred. |
| **ECTS points hour equivalents** | Contact hours (work with an academic teacher): 15  Total number of hours with an academic teacher: 15  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** | Written exam at the end of the semester. |
| **Description** | The course is dedicated to students interested in marketing, particularly in modern price and distribution strategy. During the classes, key questions about the challenges, risks, and potential benefits of price differentiation in a multi-channel environment will be asked. Every multichannel retailer must decide whether and how to apply channel-based price differentiation. Whether to unify prices across channels is a controversial topic that can be central to whether offline retailers survive in the marketplace. |
| **Reading list** | Joshi R., Basu S., Jonnalagedda S., Avittathur B. *Multichannel retailer’s channel choice and product pricing: Influence of investment in fit-disclosing technology by competing retailers*, “International Journal of Production Economics” 2023, Vol. 262.  Bertrandie L., Zielke S., *The influence of multi-channel pricing strategy on price fairness and customer confusion*, “The International Review of Retail, Distribution and Consumer Research” 2019, Vol. 29(5).  Vogel J., Paul M., *One firm, one product, two prices: Channel-based price differentiation and customer retention*, "Journal of Retailing and Consumer Services" 2015, Vol. 27.  Fassnacht M., Unterhuber S., *Consumer response to online/offline price differentiation*, “Journal of Retailing and Consumer Services” 2016, Vol. 28.  Homburg Ch., Lauer K., Vomberg, A., *The multichannel pricing dilemma: Do consumers accept higher offline than online prices?,* “International Journal of Research in Marketing” 2019, Vol. 36(4). |
| **Educational outcomes** | KNOWLEDGE:  - Students know the specificity of price as a marketing instrument  - Students know the essence of price differentiation and multichanneling  SKILLS:  - Students can use basic theoretical knowledge to evaluate the effectiveness of selected price decisions in a multichannel environment  - Students can analyze specific forms of multi-channel pricing in terms of its consequences (benefits and risks)  ATTITUDES  - Students can demonstrate a critical attitude toward pricing practices in a multi-channel 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** | Written exam at the end of the semester. |
| **Comments** |  |
| **Reading list** | Joshi R., Basu S., Jonnalagedda S., Avittathur B. *Multichannel retailer’s channel choice and product pricing: Influence of investment in fit-disclosing technology by competing retailers*, “International Journal of Production Economics” 2023, Vol. 262.  Bertrandie L., Zielke S., *The influence of multi-channel pricing strategy on price fairness and customer confusion*, “The International Review of Retail, Distribution and Consumer Research” 2019, Vol. 29(5).  Vogel J., Paul M., *One firm, one product, two prices: Channel-based price differentiation and customer retention*, "Journal of Retailing and Consumer Services" 2015, Vol. 27.  Fassnacht M., Unterhuber S., *Consumer response to online/offline price differentiation*, “Journal of Retailing and Consumer Services” 2016, Vol. 28.  Homburg Ch., Lauer K., Vomberg, A., *The multichannel pricing dilemma: Do consumers accept higher offline than online prices?*, “International Journal of Research in Marketing” 2019, Vol. 36(4). |
| **Educational outcomes** | KNOWLEDGE:  - Students know the specificity of price as a marketing instrument  - Students know the essence of price differentiation and multichanneling  SKILLS:  - Students can use basic theoretical knowledge to evaluate the effectiveness of selected price decisions in a multichannel environment  - Students can analyze specific forms of multi-channel pricing in terms of its consequences (benefits and risks)  ATTITUDES  - Students can demonstrate a critical attitude toward pricing practices in a multi-channel environment |
| **A list of topics** | 1. The essence of pricing and price differentiation 2. Forms of multichannel pricing/channel-based price differentiation 3. The multichannel pricing dilemma 4. Consequences and risks of multichannel pricing 5. Price image of different sales channel 6. Multichannel sales vs omnichannel sales 7. Seamless customer experience as a goal of omnichannel sales |
| **Teaching methods** | Lecture |
| **Assessment methods** | Written exam at the end of the semester – true or false questions and one open-ended question |