

6 weeks (excluding orientation)

Entirely online

Self-paced learning

6-8 hours/week*

**The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.*

This online program will equip you with the skills and understanding to accurately and effectively price new or existing products or services, with a focus on providing economic value to the customer.

- Orientation module: Welcome to your Online Campus
- Module 1: Value Based Pricing: Determining Prices Based on Economic Value to the Customer
- Module 2: Survey Design: Measuring Customer Perception of Product Value
- Module 3: The Role of Price Elasticity in Improving Pricing
- Module 4: Analyzing the Right Data to Drive Better Pricing Decisions
- Module 5: Implications of Customer Segmentation and Product Differentiation for Pricing
- Module 6: Creating a Pricing Strategy: Consolidating Various Pricing Techniques

Schedule subject to change