

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

PRICING: USING DATA TO IMPROVE PRICING PERFORMANCE

ONLINE SHORT COURSE

Develop an analytical toolkit for successful product pricing.

ABOUT THIS COURSE

An effective pricing strategy offers your organization a key advantage over your competitors. Understanding how to implement one is a valuable tool in an increasingly interconnected business landscape with a growing number of parties wanting their share of the market.

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. You'll learn to adopt a data-driven approach that explores regression analysis, survey techniques, and conjoint analysis. You'll also discover the limitations of historical data in the context of pricing.

Develop the techniques and guidelines that will enable you to execute a successful pricing strategy for a variety of products and industries to have a measurable impact on your organization.

WHAT THE COURSE COVERS

Over six weeks, you'll develop an analytical toolkit for pricing products and services successfully. Guided by MIT Sloan faculty, you'll delve into price elasticity and examine various survey techniques. You'll learn to assign economic value to a product or service according to market demand, with tools for measuring customer perception and reaction to price. You'll gain insight into consumer market segmentation and product variation to understand how and why different prices can be charged to different customers.

By the end of this course, you'll have a robust decision-making framework for pricing a range of products and services, guiding you to think about multiple complex variables that interact in the contemporary pricing environment.



\$2,800



6 weeks,
excluding orientation

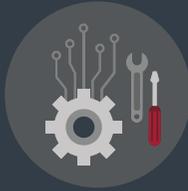


6-8 hours/week of self-paced
learning, entirely online

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 PROGRAM IS FOR YOU IF YOU WANT TO:



Build an **analytical toolkit to develop a successful pricing strategy**, with insight into the opportunities and limitations of data, to help you reinvent your approach to pricing.



Learn how to **assign economic value to a product or service** based on customer demand, equipping you to improve financial performance in your business.



Develop the **decision-making skills** for pricing products across a range of industries, teaching you to account for multiple variables in a complex pricing market.

WHO SHOULD TAKE THIS COURSE?

Pricing is a timeless and adaptable skill that can be used to improve business performance in a wide range of industries. Whether you are introducing new products, facing price competition, or looking to improve the value provided to customers, this course will provide practical skills for any professional who plays a hands-on role within pricing strategy. CEOs and entrepreneurs, finance and sales executives, analysts, and product managers looking to grow their business and increase sales through better pricing will gain the ability to have a measurable impact on their organizations.



“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

— PAUL MCDONAGH-SMITH, DIGITAL CAPABILITY LEADER, MIT SLOAN EXECUTIVE EDUCATION

WHAT YOU'LL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as traditional written study guides. There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

ORIENTATION MODULE

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed with a personal call and introduced to your online learning and technical support network. You will then begin connecting with fellow students while exploring the tools of your Online Campus, and will be alerted to key milestones in the learning path, and be able to review how your results will be calculated and distributed.

You'll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

VALUE BASED PRICING: DETERMINING PRICES BASED ON ECONOMIC VALUE TO THE CUSTOMER

Use the Economic Value to the Customer tool to determine the pricing of a product or service.

MODULE 2

SURVEY DESIGN: MEASURING CUSTOMER PERCEPTION OF PRODUCT VALUE

Use monadic surveys and conjoint analysis to determine a product or service's pricing.

WHAT IS MIT SLOAN?

Learn more about
**THE MIT SLOAN
SCHOOL OF
MANAGEMENT**



MODULE 3

THE ROLE OF PRICE ELASTICITY IN IMPROVING PRICING

Understand the effect of price elasticity on sales and profit.

MODULE 4

ANALYZING THE RIGHT DATA TO DRIVE BETTER PRICING DECISIONS

Examine why using historical data to price effectively can be misleading.

MODULE 5

IMPLICATIONS OF CUSTOMER SEGMENTATION AND PRODUCT DIFFERENTIATION FOR PRICING

Learn about how consumer market segmentation will impact a product's pricing.

MODULE 6

CREATING A PRICING STRATEGY: CONSOLIDATING VARIOUS PRICING TECHNIQUES

Use the toolkits provided to develop effective pricing strategies across a range of products.

WHAT IS MIT SLOAN?

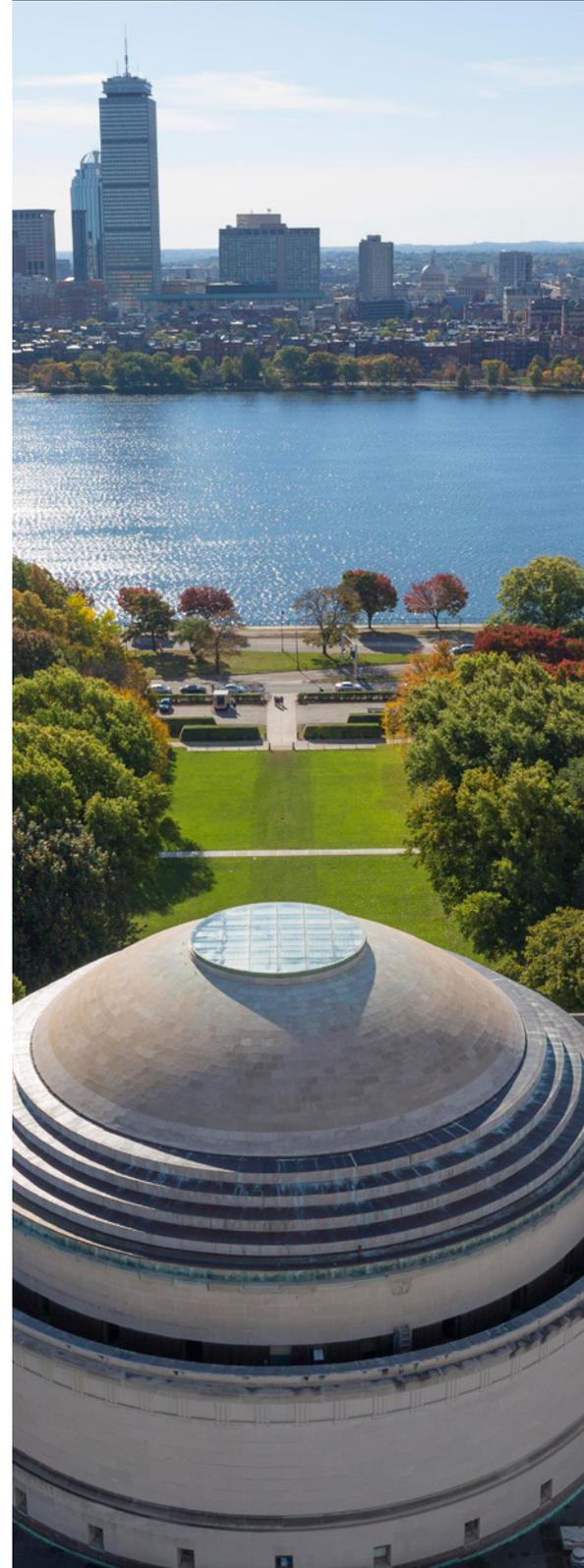
Learn more about MIT Sloan:

The MIT Sloan School of Management is one of the world's leading business schools,¹ emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The school's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings. Through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

¹[*Top Universities*](#) (2019).

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

This MIT Sloan program is designed so you will be guided by faculty who will share their experience and in-depth subject knowledge with you throughout the course.

FACULTY DIRECTOR



CATHERINE TUCKER

Sloan Distinguished Professor of Management and Professor of Marketing, MIT Sloan

Tucker is the chair of the MIT Sloan PhD Program. Her research interests lie in how technology allows firms to use digital data to improve their operations and marketing, and in the challenges this poses for regulations designed to promote innovation. She has particular expertise in online advertising, digital health, social media, and electronic privacy. Generally, most of her research lies in the interface between marketing, economics, and law. She has received an NSF CAREER Award for her work on

digital privacy, the Erin Anderson Award for Emerging Marketing Scholar and Mentor, the Paul E. Green Award for contributions to the practice of marketing research and a Garfield Award for her work on electronic medical records. Tucker is associate editor at *Management Science* and a research associate at the National Bureau of Economic Research. She teaches MIT Sloan's course on Pricing and the EMBA course Marketing Management for the Senior Executive. She has received the Jamieson Prize for Excellence in Teaching as well as being voted Teacher of the Year at MIT Sloan. She holds a PhD in economics from Stanford University, and a BA from the University of Oxford.

YOUR SUCCESS TEAM

Receive a personalized approach to online education that ensures you're supported by GetSmarter throughout your learning journey.



HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by the University, will guide you through learning related challenges.



SUCCESS MANAGER

Your one on one support at GetSmarter, available during University hours (9am - 5pm EST) to address technical or administrative questions.



GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech related queries and concerns.

A POWERFUL COLLABORATION

MIT Sloan Executive Education is collaborating with online education provider GetSmarter to create a new class of learning experience – one that is higher-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth. By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to deliver its executive programs through a dynamic, interactive, digital learning platform.

WHAT IS GETSMARTER?

GetSmarter, a brand of 2U, Inc., collaborates with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain. Technology meets academic rigor in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.

MIT SLOAN CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools – the MIT Sloan School of Management. Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the program, as per the stipulated requirements. This program also counts towards an MIT Sloan Executive Certificate.



HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in the analytical ability to assess which pricing technique is best suited for the context

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

In order to complete a program, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing [Adobe Flash Player](#) will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

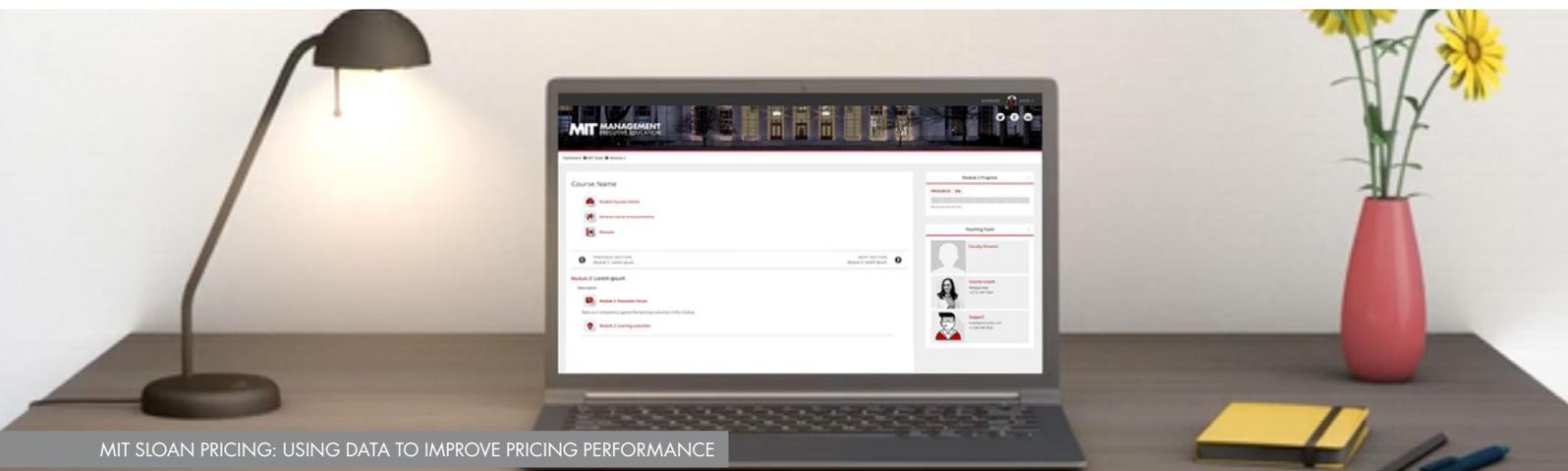
BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online

Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded [here](#).

ADDITIONAL REQUIREMENTS

Certain programs may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with a Course Consultant before registering for this program if you have any concerns about this affecting your experience with the Online Campus.





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REGISTER NOW

CONTACT US

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