



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



PRICING TO DRIVE PROFITS



Programme Director:
Prof. Ritu Mehta



Programme Dates:
December 18 - 22, 2023



Programme Venue:
MDC, IIM Calcutta

INTRODUCTION

Pricing is one of the most important marketing decision, yet underutilized. The direct link between pricing and a firms profit makes pricing as one of the most powerful business strategies. This programme aims to introduce the participants to the basic concepts and principles of pricing. It will equip participants with tools and frameworks for formulating pricing strategies in different settings. It will expose them to the advantages and disadvantages of different pricing mechanisms. The programme develops the economic and behavioral foundations of pricing, and discusses several innovative pricing models.

OBJECTIVES

- Recognize contemporary frameworks for determining pricing decisions
- Develop understanding of pricing practices in both manufacturing and service industries
- Understand the inter-disciplinary nature of pricing decision in overall business strategy
- Build competitive advantage through pricing



PEDAGOGY

- Lectures
- Case Discussions
- Videos
- Pricing Simulation Exercise



WHO MAY ATTEND

Mid- to senior-level managers in Sales, Marketing, Product Development, Finance and cross-functional executives who are involved in design and implementation of pricing strategy.



KEY TOPICS

- Fundamentals of price setting
- Costing and break-even sales analysis
- Behavioral aspects of pricing
- Managing price competition
- Pricing analytics
- Designing price promotions
- Price differentiation
- Game theory in pricing
- Ethical aspects of pricing
- Implementing price strategy



PROGRAMME DIRECTOR

Ritu Mehta is Professor of Marketing at Indian Institute of Management Calcutta. She obtained her PhD from the Indian Institute of Technology Kanpur. Prior to her PhD, she has a B. Tech in Chemical Engineering from L.D. College of Engineering, Ahmedabad and MBA in Marketing from Nirma University's Institute of Management. Prior to joining academia, Ritu worked in consumer-packaged goods companies in diverse sales and marketing roles. Her research interests include, among others, retailing, consumer behavior, sales promotions, green marketing, and role of gender in consumption and decision making. Her research has been published in journals such as Journal of Marketing Management, International Journal of Consumer Studies, Journal of Retailing and Consumer Services, International Journal of Retail & Distribution Management, Journal of Research in Marketing and Entrepreneurship, and Decision. She has presented her work at leading international conferences. She has taught in a wide variety of executive programmes. She has also developed several teaching cases with Ivey Publishing. Ritu's teaching interests include marketing strategy, marketing research, pricing, and services marketing.



PROGRAMME DETAILS

- **Duration:** December 18 - 22, 2023
- **Programme Commencement:** 9:00 AM on December 18, 2023
- **Programme Conclusion:** 2:00 PM on December 22, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** December 17, 2023 (6:00 pm onward)
 - **Check out:** December 22, 2023 (2:00 pm)

PROGRAMME FEES

- **Residential (R):** ₹ 120,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 110,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta has been ranked 2nd in India and 59th globally in ‘Open-enrolment Programmes’ category in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: +91 33 7121 6000-01 (Extns: 6012/6005)

Email: program_mdp@iimcal.ac.in | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in