



-Vic Intermediate Course- Pricing Research

Objectives:

Using typical market research examples and cases, the course will provide hands-on guide as to which pricing methodology to use in which application. It will also provide insights on how to design and execute different types of pricing studies.

Learning Outcomes:

At the end of this one-day course, participants will be able to better understand;

- which pricing research approach to use for a given pricing problem
- the specifics of pricing research design such as sampling, experimental design, data collection and analysis
- pricing models used reflect real world behaviour
- how to explain results of pricing research to stakeholders.

Facilitator:

Dhruba Gupta, Managing Director, DBM Consultants

Program:

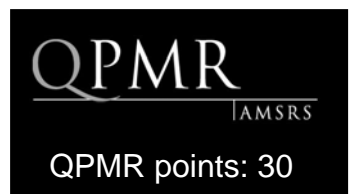
See next page

When and Where:

Tuesday 26th October, 9.00am-5.00pm
Melbourne Business School, 200 Leicester St, Carlton VIC

Rate: (incl GST)

\$550 AMSRS members; \$770 non-members





Pricing Research Program

Tuesday 26 October 2010

8.30 – 9.00am	Registrations and Tea/Coffee
9.00 – 9.45am	<p>The course will start by defining the pricing problem from the decision maker point of view, highlighting key contributions that market research can make to assist in pricing decisions.</p> <p>It will then discuss the design of pricing studies and the criteria used to</p>
9.45-10.30am	<p>This session will cover the design of pricing studies and the criteria used to select the most appropriate designs.</p>
10.30 – 11.00am	Morning Tea
11.00 – 12.30pm	<p>This session will describe different Pricing methods/models. These will include simple methods such as direct questioning and field experiments to brand price trade-off [BPTO], conjoint analysis and choice modeling. Each of these methods will be assessed on a number of selection criteria with insights on how to select the method that is right for different applications.</p>
12.30 – 1.30pm	Lunch
1.30 – 3.30pm	<p>During this session, we will discuss the specifics of designing and executing a pricing study for more complex pricing problems. It will cover sampling issues, the development of appropriate survey instruments, data collection methodology, modeling and calibration, simulation of outcomes using desktop software and optimisation methods. Examples and case studies will be used extensively.</p>
3.00 – 3.30pm	Afternoon tea
3.30 – 5.00pm	<p>The final session will include a workshop, which will aim to apply the learnings to the situations encountered by the delegates.</p>