



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



MARKETING EXCELLENCE THROUGH PRICING



Programme Director: Prof. Ritu Mehta



Programme Dates: February 03 - 07, 2025



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

Pricing is one of the most important marketing decision, yet underutilized. The direct link between pricing and a firm's 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

Dr. Ritu Mehta is a Professor in the Marketing Group of 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

- Programme Commencement:** 9:00 AM on February 03, 2025
- Programme Conclusion:** 2:00 PM on February 07, 2025
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** February 02, 2025 (6:00 PM onward)
 - **Check-out:** February 07, 2025 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 1,35,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,25,000/- 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 Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- 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 01, 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 a Proforma Invoice 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) & 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’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

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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