朝陽科技大學 097學年度第1學期教學大綱
Price Policy Analysis 價格決策分析

當期課號	1583	**Course Number**	1583
授課教師	張朝清	**Instructor**	CHANG,CHAO CHING
中文課名	價格決策分析	**Course Name**	Price Policy Analysis
開課單位	行銷與流通管理系(四日)二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	建立正確的定價概念，教導學習者能夠獲得學理上的專長及運用價格策略的能力，成爲高明的定價者。	**Objectives**	Set up correct pricing concept, ability to teach the specialty that learners can be studied the science and application price strategy, person who becomes power pricer.
教材	教科書:"定價聖經-讓定價從行銷難題轉爲獲利利器的終極之書",Robert J.Dolan & Hermann Simon原著,劉怡伶.閻蕙群翻譯,藍鯨出版:巨思文化發行. 參考書:"The Strategy and Tactics of Pricing-A Guide to Growing More Profitably" Fourth Edition By Thomas T. Nagle & Jhon E. Hogan, Copyright by Pearson Education, Inc., Upper Saddle River, New Jersey,07458.	**Teaching Materials**	Textbook:"POWER PRICING: How Managing Price Transforms the Bottom Line", Original by Robert J.Dolan & Hermann Simon, Chinese translates by Liou Yi-Ling & Yan Huei Cyun, Copyright by LEVIATHAN PUBLISHING COMPANY. Reference: "The Strategy and Tactics of Pricing-A Guide to Growing More Profitably" Fourth Edition By Thomas T. Nagle & Jhon E. Hogan, Copyright by Pearson Education, Inc., Upper Saddle River, New Jersey,07458.
成績評量方式	作業、出席與參與30%、期中考30%、期末考40%	**Grading**	Home works, Attendance & Participation 30%, Midterm Exam 30%, Term Exam 40%
教師網頁			
教學內容	第一部 定價的基本概念 第一章不再讓人頭痛的定價 第二章價格、成本與利潤的關係 第三章價格反應預估 第四章定價與競爭策略－教育愚蠢的競爭對手 第二部 突破性的訂價策略 第五章差別訂價 第六章國際定價 第七章非線性定價 第八章產品線的定價方法 第九章聯賣產品的定價方法 第十章短期（促銷）的差別訂價 第十一章長期性的差別訂價 第三部 組織的實現 第十二章組織高明的定價 第十三章成爲高明的定價者－檢測你的定價ＩＱ	**Syllabus**	PART I FOUNDATIONS 1.Introduction 2.Price, Costs and Profit： Economic Underpinning of Prcing 3.Price Response Estimation 4.Pricing and Competitive Strategy PART Ⅱ BREAKTHROUGH PRICING CONCEPTS 5.Price Customization 6.International Pricing 7.Nonlinear Pricing 8.Product-Line Pricing 9.Price Bundling 10.Time Customization of Prices: The Short Term 11.Time Customization of Prices: The Long Term PART Ⅲ IMPLEMENTATION IN THE ORGANIZATION 12.Organization for Power Pricing 13.Becoming a Power Pricer: Check Your Pricing IQ

尊重智慧財產權，請勿非法影印。