



भारतीय प्रबंध संस्थान इंदौर

INDIAN INSTITUTE OF MANAGEMENT INDORE



STRATEGIC PRICING

Date: August 18-20, 2025

Location: IIM Indore Campus

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PROGRAMME OVERVIEW

Of the 4Ps of marketing, pricing is the only 'P' that generates revenues for the firm. Pricing decisions affect an organization's top and bottom lines in the short and long term. While pricing decisions need to be managed at a strategic level, firms often do not pay sufficient attention to pricing decisions. Pricing decisions also tend to be complex and must be made within a prescribed legal framework, as these are affected by economic, marketing, organizational, and psychological factors. This course will enable participants to cultivate an appreciation of the importance of pricing. It will develop the participants' basic analytical skills, conceptual abilities, and substantive knowledge in the field of pricing. The programme will further develop a systematic framework for understanding, assessing, formulating and implementing pricing policies and approaches.

OBJECTIVES

This course aims to nurture a holistic and strategic understanding of pricing and strategic pricing decisions amongst all participants. The course has multiple objectives:

- To develop a strategic view of pricing.
- To develop a conceptual understanding of various pricing objectives.
- To develop an understanding of how consumers view and react to prices and pricing approaches.
- To develop a framework for identifying the right price metrics, price structures, and price levels.
- To help achieve these objectives, the course focuses on developing appropriate concepts, methods, and new approaches for formulating a pricing strategy.

COURSE CONTENT

The programme covers a wide array of topics that contribute to understanding and implementing strategic pricing decisions. An indicative topic list is given below:

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| • Consumer Price Perceptions | • Drivers of Price |
| • Cost | • Value |
| • Market Sizing | • Strategy |
| • Optimizing Prices through Price Differentiation | • Psychological Pricing |
| • Price Competition | • Laws and Ethics in Pricing |

WHO CAN PARTICIPATE IN THE PROGRAMME?

The programme is optimally designed for mid-level and senior managers engaged in pricing decisions. The programme will benefit participants from the corporate sector as well as from the government and public sector across diverse industries. It is suited for managers in diverse roles in the domain of both B2B as well as B2C marketing (consumables/durables/services). Managers working in the domains of finance, consulting or general management would also benefit as they directly or indirectly deal with pricing decisions. An indicative list of industries would be FMCG companies, pharmaceuticals, services (restaurants/hotels), telecom, ecommerce, market research, events management, automobiles, petro products, real estate apparels etc.

FEES

The fee for the programme is INR 54000 /-* per participant. This includes course material, a room on twin sharing basis and board expenses. GST, as applicable, will be additionally charged.

DISCOUNT

An organization sponsoring five or more participants to a Management Development Programme (MDP) will be entitled to a group discount of 10% on the total fee payable, provided that at least five participants actually attend the programme. If the actual participation is less than 5, a refund may be made after deducting the full fee of the actual number of participants who attend the training programme. The group discount will be applicable only to short duration programmes of up to 20 days.

REGISTRATION

Participants are generally sponsored by their organizations. However, applications by individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to the commencement of the programme. Nomination form(s) and programme fees as paid through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

ACCOMMODATION

Participants opting for accommodation at Indore will be provided a room on a twin sharing basis in furnished, air-conditioned rooms. Accommodation is provided from noon on the day before the first day of the program, until noon on the day after the last day of the program. If a participant desires accommodation on a single occupancy basis, the same may be provided on request, on a first-come-first-served basis, subject to availability and applicable accommodation charges.

EXECUTIVE EDUCATION ALUMNI STATUS AT IIM INDORE

Participants who successfully complete the programme will be eligible for the Executive Education Alumni status at IIM Indore. Any eligible participant is required to apply separately and deposit the necessary fee of Rs.1,000/- + GST @18% per person (for a two year alumni status) and Rs. 10,000/- + GST @18% per person (for a lifetime alumni status) to register his/her name with the IIM Indore Executive Education Alumni.

Benefits of becoming IIM Indore's Executive Education Alumni include:

- a) Subscription to the brochures and newsletters from IIM Indore.
- b) Access to the IIM Indore Campus Library (on-site access only).
- c) Access to the official email ID of the institute.

The Executive Education Alumni status will be available on request and participants will be required to follow the documentation process set-up by the Alumni office.

Mere successful completion of the programme, application submission, and fee does not entitle a participant to become eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Education Alumni membership being granted at IIM Indore.

FACULTY COORDINATOR

Prof. Sanjeev Tripathi
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ABOUT IIM INDORE

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

NATIONAL AND INTERNATIONAL RANKINGS

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61st globally in the Executive Education (Open) programmes and 85th globally in the Executive Education (Customized) programmes in the FT Ranking and 25th rank (Asia) in QS World Rankings for our global MBA.



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