

定价战略：增强盈利能力的最快途径

日期/语言/地点： 2009年9月10日—12日，英语授课配汉语交替翻译，上海

课程费用： 人民币 26,800 元

更多信息请访问： <http://exed.ceibs.edu>

您的定价是否过高或过低？您是否有正确的定价流程来帮助您获取自己在市场上所创造的价值？研究表明，在今日竞争激烈的商业环境中，定价是最重要的利润驱动因素。然而，很少有公司系统地思考过自身的定价战略或者有足够的信心通过利用定价战略来实现价值的最大化。随意制订定价战略或者通过反复尝试的方式来定价，都会大大降低公司的盈亏底线。

目标

本课程的目标是使学员在分析定价环境和构建定价结构方面树立信心并掌握相关的能力。

对象

对于任何负责设计、评估和实施定价策略的人员以及对公司的整体获利能力负有责任的高级经理而言，本课程都是必不可少的。尤其是负责产品开发、市场营销、会计核算以及会计财务的中高层经理，必定会从本课程中受益无穷。

受益

学员将通过本课程：

- 掌握一套系统工具，对影响公司定价的因素进行评估和衡量
- 了解不同定价机制的基本经济要素以及购买者价格心理学
- 掌握设计一套可赢利定价战略的基本原则
- 了解在进行可赢利定价决策时所需要的分析技巧和工具
- 学习价格管理的实用知识

课程内容

- 定价：从战术到战略
- 价格与价值
- 定价中的成本问题
- 渠道定价
- 产品生命周期中的定价
- 定价中的数学
- 定价心理学
- 管理价格竞争
- 国际定价策略

课程安排

第一天	
上午	<ul style="list-style-type: none"> 关于定价，我们知道些什么？ 从战术到战略
下午	<ul style="list-style-type: none"> 价值创造 价格结构 价格与价值传达 价格政策 价格水平
第二天	
上午	<ul style="list-style-type: none"> 成本在定价中所扮演的角色 确定相关成本 成本管理
下午	<ul style="list-style-type: none"> 渠道定价 整个产品生命周期中的定价
第三天	
上午	<ul style="list-style-type: none"> 定价中的数学 练习
下午	<ul style="list-style-type: none"> 定价心理学 价格竞争管理

课程主任**柏唯良**

中欧国际工商学院拜耳市场战略教席教授
市场营销学与战略学教授

教育背景：

美国密歇根州立大学，市场营销学博士学位及工商管理硕士学位

教学/研究领域：

柏教授是中欧国际工商学院的长期教授。他为中欧高层经理培训课程、MBA 和 EMBA 课程讲授市场营销学与战略学课程，荣获 2008 年学院教学优秀奖。同时他还在哥伦比亚大学为高层经理讲授工业营销学课程。柏教授自 1994 年起开始在亚洲工作，1994 年至 1996 年期间担任香港科技大学教授。他每年大约有 9 个月的时间在中国度过。他的研究与著述集中于合作战略和市场营销战略领域。

学术成就：

柏唯良教授最近的成果发表于《战略管理期刊》、《加州管理评论》、《组织行为与人类决策过程期刊》、《国际贸易期刊》、《中国商业评论》等著名刊物。他与哥伦比亚大学的诺埃尔·凯普教授和、麦克·休伯特教授合著了《21 世纪的营销管理》（中国版），并撰写了畅销书《细节营销：市场营销中你所不知的一切》（2004 年出版），被翻译为多种语言出版，包括英文、中文、西班牙文和越南文等。他的新作《营销揭秘》

于 2008 年由 Palgrave Macmillan 出版公司出版，中文版将于 2009 年初出版。

企业经验:

从密歇根州立大学取得博士学位前，柏教授曾在多家公司工作，其中包括荷兰和瑞士的飞利浦公司以及美国的托利多衡器公司。他曾经为中国和全球的许多公司提供咨询服务，设计或讲授公司特设课程，其中包括诺基亚、柯达、汉莎、诺华、路威酩轩、巴斯夫、通用电气、步步高、TCL、博时基金、神州数码、西门子、霍尼韦尔、惠普、联合利华、摩托罗拉、伊莱克斯、深圳路安特、光明乳业、中国联通、上海家化、江铃汽车、真功夫、正阳以及三明等。

日期/语言/地点

2009 年 9 月 10 日-12 日 / 英语授课配汉语交替翻译 / 上海（上海市浦东红枫路 699 号中欧国际工商学院）

申请程序

申请者可以通过以下两种方式申请课程：

- 在线申请。请登陆中欧高层经理培训课程网站，选定您想要申请的课程，点击**在线申请**即可进行课程申请。
- 以传真或邮寄的方式递交课程申请表。请登陆中欧高层经理培训课程网站，选定您想要申请的课程，点击**下载申请表**，填写完整之后传真或邮寄至中欧客户服务小组即可完成课程申请。您也可以致电中欧客户服务小组索取课程申请表。

中欧高层经理培训课程网站：<http://exed.ceibs.edu>

课程申请必须在开课前 20 个工作日内完成。所有申请根据先后顺序进行审核，席位以中欧最终确认为准。开课前 20 个工作日内收到的申请视具体情况而定。如需咨询详情，请联络我院设于上海、北京和深圳的客户服务小组。

收费

整个课程费用为人民币 26,800 元，包括学费、案例使用费、午餐费、资料费、文具费、其他相关材料费，以及口译和笔译费用（如有需要）。课程费用应在开课前 15 个工作日内全部缴清。开课前 15 个工作日内提出申请时需立即付费。

撤销报名

开课前 15 个工作日内要求撤销报名，或指定学员未能上课，我们将收取课程费用的 20% 作为手续费。开课前 15 个工作日内提出更换学员，其席位无法得到保证。如果学员因无法参与该期课程而要求转至下一期课程或者中欧国际工商学院其他高层经理培训课程，必须在原报名课程开课前 15 个工作日之前提出，并只能更换同一年度内的课程。课程费用以所换至课程的费用为准，席位以中欧确认为准。

联系我们

客户服务小组

中欧国际工商学院

高层经理培训部

上海市浦东新区红枫路 699 号

邮编：201206

电话：86-21-28905187/5197

传真：86-21-28905183

电子邮件：exed@ceibs.edu

网址：<http://exed.ceibs.edu>

客户服务小组

中欧国际工商学院北京代表处

北京市中关村科学院南路 2 号

融科资讯中心 A 座 3 层

邮编：100190

电话：86-10-82862890/1688

传真：86-10-82861678

电子邮件：exed@ceibs.edu

客户服务小组

中欧国际工商学院深圳代表处

深圳市华侨城汉唐大厦 23 楼

2302A

邮编：518053

电话：86-755-26935750

传真：86-755-26935743

电子邮件：exed@ceibs.edu

Pricing Strategy: The Fastest Way to Increased Profitability

Date/Language/Venue: September 10-12, 2009, English with sequential Chinese interpretation, Shanghai

Fee: RMB26,800

For more information, please visit <http://exed.ceibs.edu>

Are you pricing too high or too low? Do you have the right pricing process to help you capture the value you have created in the marketplace? Studies have shown that pricing is the most critical profit driver in today's competitive business environment. Yet few firms think systematically about their pricing strategies or acquire the confidence to leverage their pricing strategies to capture maximum value. An ad hoc pricing strategy or a trial-and-error approach to pricing can significantly reduce a firm's bottom line.

Objective

The objective of the programme is to help participants to acquire confidence and capability in analysing a pricing environment and in engineering a price structure.

Who Should Attend

This programme is essential for anyone responsible for designing, evaluating, and implementing pricing strategies, or for executives charged with ensuring the overall profitability of the firm. In particular, mid-to-senior-level executives in product development, marketing, or accounting and finance will benefit from this programme.

Programme Benefits

Participants in this programme will learn:

- A set of tools for assessing and measuring the factors that impact on a firm's pricing
- The basic economics of different pricing mechanisms and buyer pricing psychology
- The basic principles of devising a profitable pricing strategy
- Analytical techniques and tools for making profitable pricing decisions
- Practical knowledge of price management

Programme Coverage

- Pricing: from tactics to strategy
- Value vs. Price
- Costs in pricing
- Channel pricing
- Pricing over the product life cycle
- Mathematics in pricing
- Pricing psychology
- Managing price competition
- International pricing strategy

Programme Schedule

Day 1	
morning	<ul style="list-style-type: none"> • What do we know about pricing? • From tactics to strategy
afternoon	<ul style="list-style-type: none"> • Value creation • Price structure • Price and value communication • Price policy • Price level
Day 2	
morning	<ul style="list-style-type: none"> • The role of costs in pricing • Determining relevant costs • Managing costs
afternoon	<ul style="list-style-type: none"> • Channel pricing • Pricing over the product life cycle
Day 3	
morning	<ul style="list-style-type: none"> • Mathematics in pricing • Exercises
afternoon	<ul style="list-style-type: none"> • Pricing psychology • Managing price competition

Programme Director
Willem Burgers


Bayer Chair in Strategy and Marketing
Professor of Marketing and Strategy, CEIBS

EDUCATIONAL BACKGROUND:

Ph.D. and M.B.A. in Marketing, Michigan State University, U.S.A.

TEACHING/RESEARCH INTERESTS:

Professor Burgers is a permanent faculty member at CEIBS. He teaches marketing and strategy both in the MBA, EMBA and in the Executive Education programmes. He won the 2008 CEIBS Teaching Excellence Award. He also teaches industrial marketing in executive programmes at Columbia University in New York. Professor Burgers came to Asia to work in 1994. He was on the faculty of the Hong Kong University of Science and Technology from 1994 to 1996. He spends about nine months per year in China. His research focuses on cooperative strategy and marketing strategy.

ACADEMIC ACHIEVEMENTS:

Professor Burgers' latest works can be found in leading journals such as the *Strategic Management Journal*, *California Management Review*, *Journal of Organisational Behaviour and Human Decision Processes*, *International Trade Journal* and

China Business Review. In 2003 he published *Marketing Management in the 21st Century*, a special edition for China, together with Professors Capon and Hulbert of Columbia University. He is also the author of the best-selling *The Marketing You Never Knew* (2004) published in English, Chinese, Spanish, and Vietnamese, and of *Marketing Revealed* (Palgrave Macmillan, 2008). The Chinese version of *Marketing Revealed* will be out in early 2009.

CORPORATE EXPERIENCE:

Prior to obtaining his Ph.D. from Michigan State University, he worked for several companies including Philips NV in Holland and Switzerland, and Toledo Scale in the United States. He has provided consulting services as well as designed and delivered in-company programmes for a number of companies, both in China and worldwide, such as Nokia, Kodak, Lufthansa, Novartis, LVMH, BASF, GE, BBK, TCL, Boshi Fund, Digital China, Siemens, Honeywell, HP, Unilever, Motorola, Electrolux, Shenzhen Novophalt, Guang Ming, China Unicom, Shanghai Jahwah, Jiang Ling, Zenisun and San Ming.

Date/Language/Venue

September 10-12, 2009 / English with sequential Chinese Interpretation / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai).

Admissions Procedures

Applicants can apply for the programme in either form:

- Online application: Please visit the CEIBS Executive Education website, select the programme you want to take, and click "**Apply Now**" to apply for the programme; or
- Submit application by fax or mail: Please visit the CEIBS Executive Education website, select the programme you want to take, click "**Application Form**" to download the form, then fill in the form and send it to the CEIBS Customer Service Team by fax or mail. You are also welcome to call the CEIBS Customer Service Team for a printed Application Form.

CEIBS Executive Education website: <http://exed.ceibs.edu>

Applications are requested 20 working days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on a space-available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB26,800, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 working days before the start of the programme. Applications made within 15 working days of the start of a programme require immediate payment.

Cancellations

Cancellations or changes of a programme registration may be made without penalty at least 15 working days before the start of the programme. If a confirmed booking is cancelled within 15 working days of the start of the programme, or if the applicant fails to attend the programme, a cancellation fee equaling to 20 percent of the total programme fee will be charged. When a request to substitute participant(s) for the same programme is made less than 15 working days before the start of the programme, the seat(s) will not be guaranteed. If an applicant is unable to attend the programme, the applicant may transfer to a different session of the same programme or another CEIBS Executive Education programme within the same calendar year, but must pay any differences in fees between the two

programmes. All changes and cancellations are subject to the final confirmation of CEIBS.

Contact Information

Customer Service Team	Customer Service Team	Customer Service Team
Executive Education Department	CEIBS Beijing Representative Office	CEIBS Shenzhen Representative
China Europe International Business	3/F, Tower A, Raycom InfoTech Park	Office
School	2 Kexueyuan South Road,	Room 2302A, 23F, Han Tang
699 Hongfeng Road, Pudong	Zhongguancun	Building
Shanghai, 201206, P.R.C.	Beijing, 100190, P.R.C.	Overseas Chinese Town, Shenzhen,
Tel: (86 21) 2890 5187 / 5197	Tel: (86 10) 8286 2890 / 1688	518053, P.R.C.
Fax: (86 21) 2890 5183	Fax: (86 10) 8286 1678	Tel: (86 755) 2693 5750
E-mail: exed@ceibs.edu	E-mail: exed@ceibs.edu	Fax: (86 755) 2693 5743
Website: http://www.ceibs.edu		E-mail: exed@ceibs.edu