

SPRING 2017
AEM 4160: Strategic Pricing
Prof. Jura Liaukonyte

HW5

Due at the beginning of the class on Tuesday, April 18th

Write a 3 page (double spaced, Times New Roman, 12pt, 1 inch margins all around) (1) analysis of the pricing strategies in your selected industry (company); (2) your intentions regarding raw data requirement of the assignment (what type of data do you intend to collect and analyze).. Some notes:

- This will be one convenient way for you to get some feedback on some part of your presentation and paper before you actually present or turn in the paper.
- You will be able to use the same analysis for your final paper, so try hard.
- Hopefully, you will improve the analysis in the final paper and presentation after taking into account suggestions from this graded assignment.
- This analysis does not need to read like a completed piece of writing (e.g. have an introduction, a body and a conclusion). Realize, that part of this analysis will end up somewhere in the body of your final paper.
- You do not need to do any industry analysis; you should focus on analyzing pricing strategies only.
- This does not mean that the limit for the part about pricing strategy and analysis in your final paper is 3 pages. This should serve you as means to get you started and a way to get *some* feedback before the paper is due.