

COURSE SYLLABUS

THE ART OF PRICING & CUSTOMER VALUE MANAGEMENT



Full Professor
ESCP Business School



 jallat@escp.eu

SHORT BIOGRAPHY

Frédéric Jallat is Professor at ESCP Business School. He holds a PhD in Management and Business Administration, Summa cum Laude (1992). He is an associate researcher at the KPMG Chair and Academic Director of the MSc. in Biopharmaceutical Management. His expertise includes marketing, pricing, customer value management, CRM, business model innovation, and service marketing. Frédéric also teaches at Sciences Po Paris, Institut Pasteur, and the French Fashion Institute (IFM). He has authored five reference books and numerous international articles. A graduate of New York University and Panthéon-Sorbonne University, he has been a visiting professor in over 20 institutions worldwide. He serves as vice-president of S3Odéon, a nonprofit focusing on science, health, and society. Passionate about travel, music, and cinema, he has visited more than 70 countries, all of which have nourished and shaped his existence.



INTRODUCTION/COURSE DESCRIPTION

Articulating pricing and customer value management strategies can lead to highly sustainable competitive advantages for companies that can master the architecture, techniques and KPIs in the field. The essence of the course focuses on how businesses attempt to capture and exploit customer value, as well as profits, in the value proposition they generate. Additional emphasis will be placed on establishing new business models, leveraging behavioral pricing & cognitive biases, defining dynamic pricing and yield management techniques, taking advantage of loyalty programs and retention tactics in environments pressured by low-cost companies and online pure players.

COURSE OBJECTIVES

1. Understand the different tools and methodologies used to integrate customer value management and pricing decisions.
2. Critically assess the main effects of pricing decisions on the differentiation process, performance, and competitiveness of organizations.
3. Explain the success or failure of companies in pricing their services/solutions and managing customer value accordingly.
4. Get used to formulating and solving pricing problems, using customer value management options.
5. Demonstrate excellent communication skills.

COURSE METHODOLOGY

The course methodology focuses on mastering and applying pricing concepts and customer value management in real-world marketing scenarios. It includes case studies, research articles, and presentations, with class activities centered on integrating and applying these concepts through discussions and teamwork.

EVALUATION SYSTEM

- Individual participation / attendance (10%)
- Case studies (in group - 20%)
- In-class presentation & analyses (in group - 30%)
- Individual final report (40%)

COURSE PREREQUISITES

Students are expected to be familiar with basic concepts of strategy, competitive analysis, and general marketing from other courses.

