

MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF MARKETING AND INTERNATIONAL BUSINESS
DEPARTMENT OF MARKETING AND MEDIA STUDIES
COURSE OUTLINE FOR BACHELOR OF MARKETING, AY: 2025/2026

COURSE TITLE: COST & PRICE MANAGEMENT

COURSE CODE: BSM 2208

YEAR OF STUDY: TWO

SEMESTER: TWO

COURSE DESCRIPTION

Price and Cost Management course is designed to develop the knowledge and understanding of learners on the role of cost and price analysis and control in supporting managerial pricing decisions and profit forecasting in organizations. Pricing decisions have short term and long-term implications for the competitiveness of a firm and its future sustainability. The objective of this course is to provide an in-depth understanding of the issues and considerations in the management of pricing of products and illustrate the role of cost in pricing for achievement of short-term tactical objectives as well as long-term strategic business goals.

COURSE OBJECTIVES

- i. To equip learners with the knowledge of cost determination, classification and presentation of cost data in a manner that facilitates price planning and control decision-making in profit-oriented firms.
- ii. To equip students with the knowledge of how prices are established and managed in order to facilitate the marketing functions and other operations of the firm.
- iii. Familiarize students with the principles, concepts and analytical tools in pricing necessary for sound pricing decisions.
- iv. Provide mathematical tools used in marketing.

LEARNING OUTCOME

At the end of the course students will be able to:

- i. Understand the principles of product and service cost determination and their application to pricing decisions in firms faced with competitive market situations.
- ii. Determine pricing objectives.
- ii. Critically assess pricing strategies and recommend the most appropriate price to specific firm.
- iii. Determine prices for company products and services using various techniques.

COURSE CONTENT

SN	TOPIC	DETAILS	FACILITATOR
1	Introduction to Cost & Price Management	<ul style="list-style-type: none"> • Definitions • Concept of Costing • Concept of Pricing 	Mr. Tom Tamale
2	Understanding Costs, their nature & purpose in Price Management	<ul style="list-style-type: none"> ★ Classification of costs ★ Variable costs & Fixed costs ★ Purpose of cost in pricing 	Mr. Tom Tamale
3	Understanding Price & Purpose of pricing in marketing management	<ul style="list-style-type: none"> • Importance of pricing ★ Objectives of pricing ★ Factors influencing price decision (Internal and External factors) ★ Price-Quality matrix 	Mr. Tom Tamale
4	Pricing Methods	<ul style="list-style-type: none"> ★ Cost based pricing ★ Competition based pricing ★ Customer (value) based pricing 	Mr. Tom Tamale
5	Pricing Strategies	<ul style="list-style-type: none"> ★ New product price strategies ★ Product mix price strategies ★ Price adjustment strategies 	Ms. Vanessa Rochelle
6	Price Setting Process	<ul style="list-style-type: none"> ★ Steps in pricing process 	Ms. Vanessa Rochelle
7	Pricing management in an ever-changing business environment	<ul style="list-style-type: none"> • Initiating price changes • Price discounts & allowances • Global trends impacting pricing 	Ms. Vanessa Rochelle
8	Pricing and the Product Life Cycle (PLC)	<ul style="list-style-type: none"> ★ Pricing along the PLC • Product line pricing 	Ms. Vanessa Rochelle
9	Pricing and breakeven analysis	<ul style="list-style-type: none"> ★ Breakeven chart ★ Breakeven formula & calculations 	Ms. Faith Atugonza
10	Price sensitivity and Price Elasticity of Demand	<ul style="list-style-type: none"> ★ Definitions ★ Formula & calculations ★ Price elasticity curves 	Ms. Faith Atugonza
11	Legal and Ethical issues in pricing	<ul style="list-style-type: none"> ★ Bid rigging ★ Price fixing ★ Predatory pricing ★ Price discrimination 	Ms. Faith Atugonza
12	Contemporary issues in pricing	<ul style="list-style-type: none"> ★ Transfer pricing ★ ICT in pricing 	Ms. Faith Atugonza

COURSE ASSESSMENT

Final coursework	30%
End of Semester Examination	70%
Total	100%

DELIVERY METHOD

This course will be taught through a combination of straight lectures on the concepts and principles, class discussions of their applications and case analysis, group discussions and class presentations. Our responsibility as Lecturers, we believe, is to teach the course and make ourselves available to you, whereas **yours** is attending and participating in lectures, as well as reading, and **taking your own notes** (if you want them).

COURSE REQUIREMENTS

Students must fulfil all course requirements in order to achieve a passing grade. This includes;

Class attendance is compulsory and must be greater 75% in order to be eligible to sit for the final examination.

Students should participate actively in the classroom discussion.

The University is committed to the highest standards of academic integrity and honesty. Thus, students are urged to avoid any behaviour, which could potentially result in suspicions of cheating, plagiarism, and misconduct in the lecture rooms.

Students should avoid obtaining a final mark falling below 50% as this will imply failure and retaking the course when next offered.

READING LIST

- i. Thomas Ngale, John Hogan and Joseph Zale. (2011). The Strategy and Tactics of Pricing, A Guide to Growing More Profitably, 5th Edition, Prentice Hall.
- ii. Philip Kotler and Gary Armstrong. (2020). Principles of Marketing, 18th Edition, Pearson.
- iii. Simon Hermann & Martin Fassnacht. (2019). Price Management: Strategy, Analysis, Decision, Implementation, Springer International Publishing
- iv. Robert M. Schindler. (2023). Pricing Strategies: Harvesting Product Value, 2nd Edition, Sage Publications Ltd. ISBN: 9781526494412

COURSE FACILITATORS

Ms. Faith Atugonza

Mobile phone: +256 772922141

Email: fatugonza@mubs.ac.ug

Mr. Tom Tamale

Phone: 072480941/0702323654

E-mail: ttamale@mubs.ac.ug

3. Ms. Vanessa Rochelle

Mobile phone: +256 753522125

Email: vrochelle@mubs.ac.ug

This course is authorized for use by:

Head, Department of Marketing and Media Studies

Date

Dean, Faculty of Marketing and International Business

Date