

# Set Price

## Marketing 4P's - Pricing

# Set Price

**Overview:** We will examine concepts associated with setting the prices of a product or service.

## **Objectives:**

- Recognize the relationship between product cost and price
- Describe one way to establish a price for a product/service
- Define key terms associated with pricing
- Show-off your Smarts! Share your opinion ...

## **Outline:**

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

*Why should a business person be concerned about Pricing?*

Standards: MKME.10.01.f Set Price

# Thought Starter

Assume a jar of peanut butter costs \$2.75 per jar. This is the cost of the “butter” – the jar – the label – and the cost of labor required to make the peanut butter and package it up.

A grocery store decides to sell the jar of peanut butter for \$1.00 per jar.

Would this be a good idea? If so, why?  
If not, why not?

# Set Price

5:00



## Pricing Strategies

<https://youtu.be/XBmWEduod5k>

3:58



## Setting prices for services and products

[https://www.youtube.com/watch?v=jY\\_0vZ1kv48](https://www.youtube.com/watch?v=jY_0vZ1kv48)

1:34



## How to set a price

<https://youtu.be/nc4NtiUB5lo>



## Wikipedia Link: Pricing

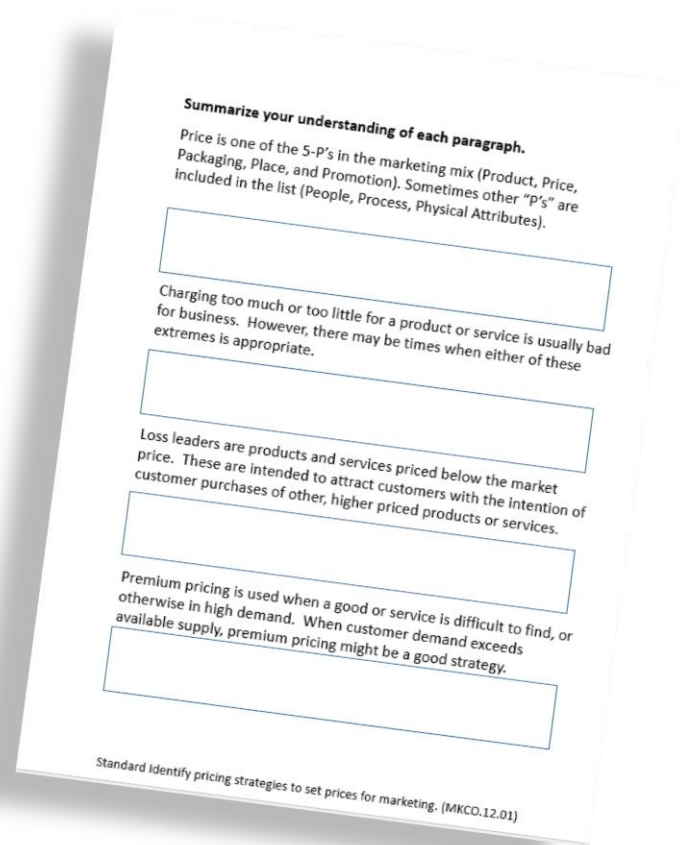
<https://en.wikipedia.org/wiki/Pricing>

Standards: MKME.10.01.f Set Price

# Set Price

Summarize each paragraph individually.

Discuss each summary as a class.



# Set Price

Assume you are the pricing manager for J.C. Penney corporation in the shoe department. You work at HQ located in Plano, Texas.

Your job is to set the price for all the shoes displayed for sale at 119 store locations throughout the Southwest United States.

Rephrase, Answer, Citation, Example.

**Rephrase** the instructor's question regarding the topic.

**Answer** the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**Cite** the source (video/paragraph) you used in your answers.

1 Your source: \_\_\_\_\_ 2 Your source: \_\_\_\_\_ 3 Your source: \_\_\_\_\_

**Example** write an example situation related to the topic.



<http://www.energystorageexchange.org/projects/161>

How would you respond to the situation?

Complete the R.A.C.E. page in your worksheets.

Standards: MKME.10.01.f Set Price