

# Unit 3 - Pricing Decisions

Content Area: **21st Century Life & Careers**  
Course(s): **Business and Consumer Math**  
Time Period: **Semester 2**  
Length: **3 Weeks**  
Status: **Published**

## Unit Introduction

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## Standards

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9.4.N(1); 9.4.N(2); 9.4.N(4)

BUS.9-12.V	Marketing Research
BUS.9-12.V.1	Analyze the role of marketing research in decision making.
BUS.9-12.IV.1.C	Price
BUS.9-12.IV.1.D.2	Sales Promotion
BUS.9-12.III.1	Analyze the influence of external factors on marketing.
BUS.9-12.III.1.B	Ethical Issues
BUS.9-12.III.1.C	Economic Issues

## Essential Questions

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1. What influences pricing?
2. How are pricing strategies developed?
3. What impact does market share have on an organization?

## Content / Skills

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### CONTENT

- Legal constraints on pricing
- Price determination
- Pricing strategies
- Price quotations
- Market share
- Global marketing considerations and online pricing

### SKILLS

- Identify various legal constraints of pricing
- Explain factors affecting price
- Explain price elasticity and its determinants
- Compare various pricing quotation options
- Explain the relationship of price to consumer perceptions of quality
- Compare alternative global pricing strategies
- Identify factors of online pricing
- Identify the impact of market share on profitability