

Name _____

Marketing

Price Strategy Project

Learning Target: *I can identify price strategies.*

Write the definition for each price strategy and provide an example.

1. Price Skimming

2. Price Penetration

Product Mix Price Strategies

3. Price Lining

4. Optional Product

5. Captive Product

6. By-product

7. Bundle

Segmented Pricing Strategies

8. Buyer Identification

9. Product Design

10. Purchase Location

11. Time of Purchase

Psychological Pricing Strategies

12. Odd/Even

13. Prestige

14. Multiple Unit

15. Every Day Low Prices

Promotional Pricing Strategies

16. Loss Leader

17. Special Event

18. Rebates

19. Coupons

Consumer Discounts & Allowances

20. Quantity Discount

21. Seasonal Discount

22. Trade-in Allowance
