

Brand MARKING 101: Pricing for Profits

Critical Incident

1. Focus on one product or product line? (Required)
2. Use Beta test terminology
3. How much reference access time
4. Pricing process multiple steps (Suggestion)
5. What is the pricing method or how many methods used (Suggestion)
6. The Decision focus (data) for shelf life of CI use decide (Suggestion)
7. purchased store or real estate (Required)
8. Pricing approach: Value based or price based (Suggestion)
9. no page number combined fixed cost (Required)

IN

1. Redefine learning objective # required
2. marketplace information, provide it (Suggestion)
3. Question its recorded (Suggestion)
4. Assign numbers in spreadsheet and use Table (Suggestion)
5. generalization on parameters (page #)
6. Question it's not a question, record (Required)
7. map question to learning objectives (Suggestion)