

Ch. 25 Price Planning

Marketing Applications/ individual project worth 30 points

Step 1- Read pages 526- 530. Next, Research one of the following industries (***Airline or fast food***) to determine pricing strategies the company uses to remain competitive in the market place.

Activity- Prepare a 1-page outline with specific examples for how the company prices its products to remain competitive in the marketplace.

- List 3-4 Pricing Strategies currently being used by the company. Provide examples for each strategy.
- Rate how effective you feel the pricing strategy is working for the company (Good or Bad and defend your answer).
- Download pictures of Companies current pricing strategies from its company website.
- Compare the chosen company to one of its main competitors pricing strategy and explain which company is more effective and why?

Examples of companies to choose:

<i>Airline Industry</i>	<i>Fast-food industry</i>
Delta	McDonalds
Spirit	Burger King
United	Checkers
Continental	Wendys
Southwest	