**Module 4 - Background**

**PRICING & MARKETING PLAN IMPLEMENTATION**

This module introduces the subject of pricing and finalizes the marketing audit project, stressing the importance of an integrated marketing program.

**Required Reading/Resources**

**The following reading list provides background information on pricing and price management in marketing.**

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Henricks, M. (2010). Price-Cutting Peril: Do You Know What You’re Doing — Really?*CBSMoneyWatch*(November 19). Retrieved from [*http://www.bnet.com/blog/business-myths/price-cutting-peril-do-you-know-what-you-8217re-doing-8212-really/477?promo=857&tag=nl.e857*](http://www.bnet.com/blog/business-myths/price-cutting-peril-do-you-know-what-you-8217re-doing-8212-really/477?promo=857&tag=nl.e857)

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