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Pricing Introduction

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Pricing

INTRODUCTION

Monetary pricing objectives and strategies are presented by Jay McMillen, Lubbock Parks and Recreation Department. The author concludes his discussion by presenting a sequential listing of the pricing process coupled with a sample worksheet. The second article, by Frank Guadagnolo and Deborah Kerstetter of The Pennsylvania State University, examines non-monetary pricing considerations, specifically issues of time and psyche. Often these non-monetary influences are overlooked when developing the remaining three "P's" of the marketing mix. Critical to the success of marketing products and services is the establishing of prices that are reflective of the quality of the experience. It is difficult in the leisure products, services, and facilities, because of the differential in experiences of the consumers. Pricing, in the past, has been more qualitative than quantitative.