Pricing Strategies

A DIGITAL DISCOVERY LESSON

Students Learn
Different
Pricing Methods

Editable
Interactive Slides
Prompts Critical
Thinking

A Google Slides file
that easily converts
to PowerPoint

NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

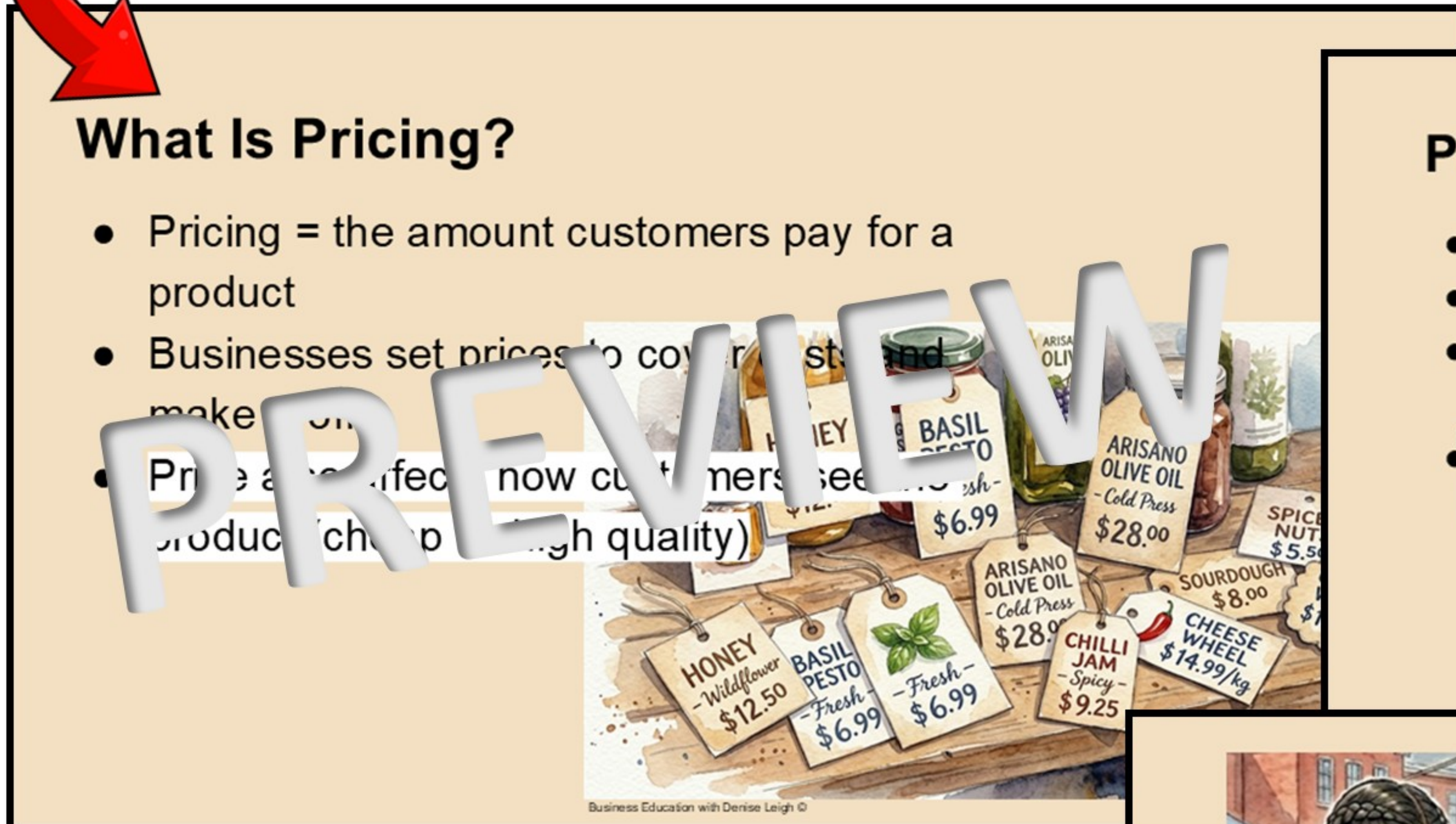
NO PREP Intro Digital Activity

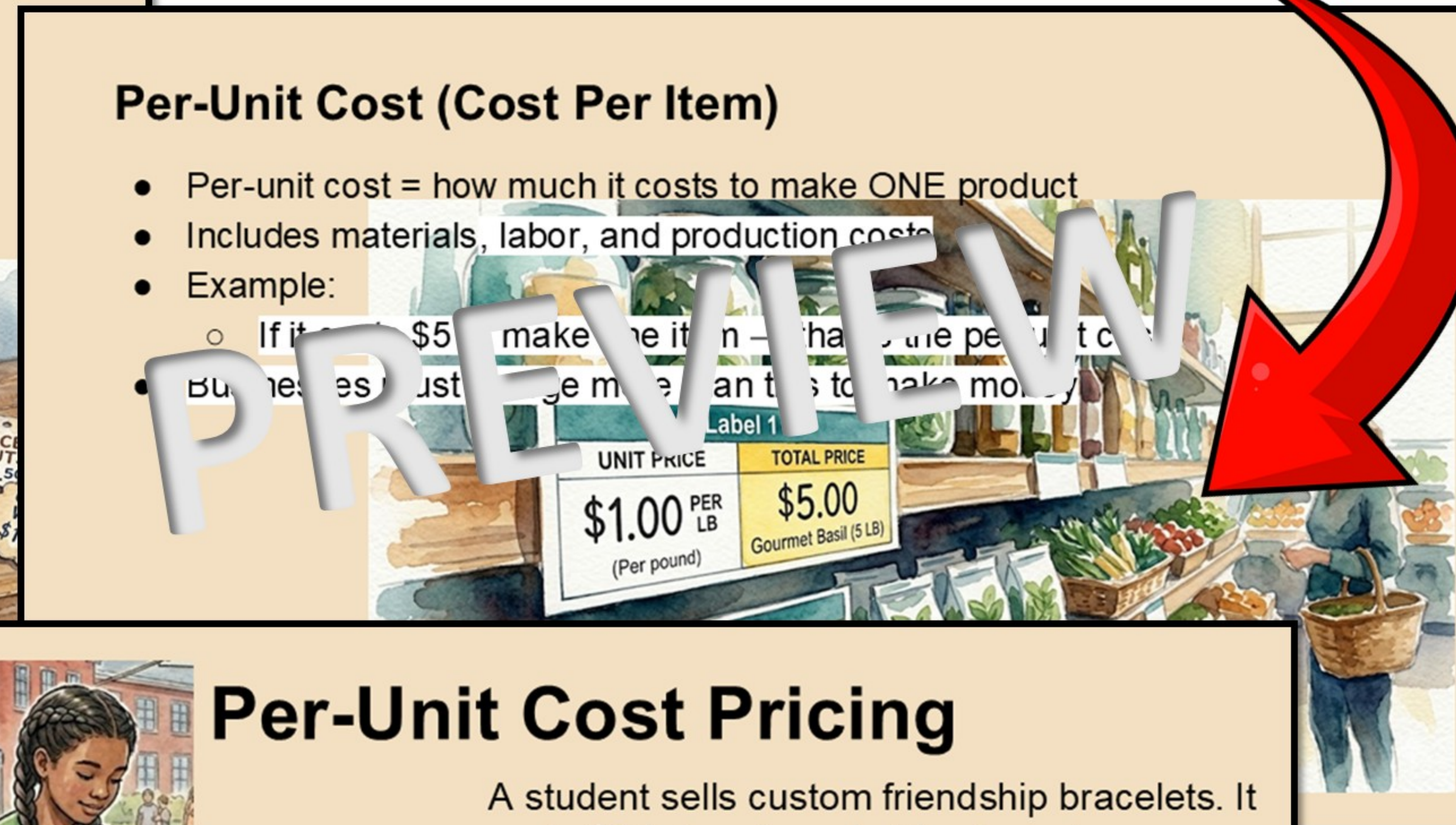
What's included?

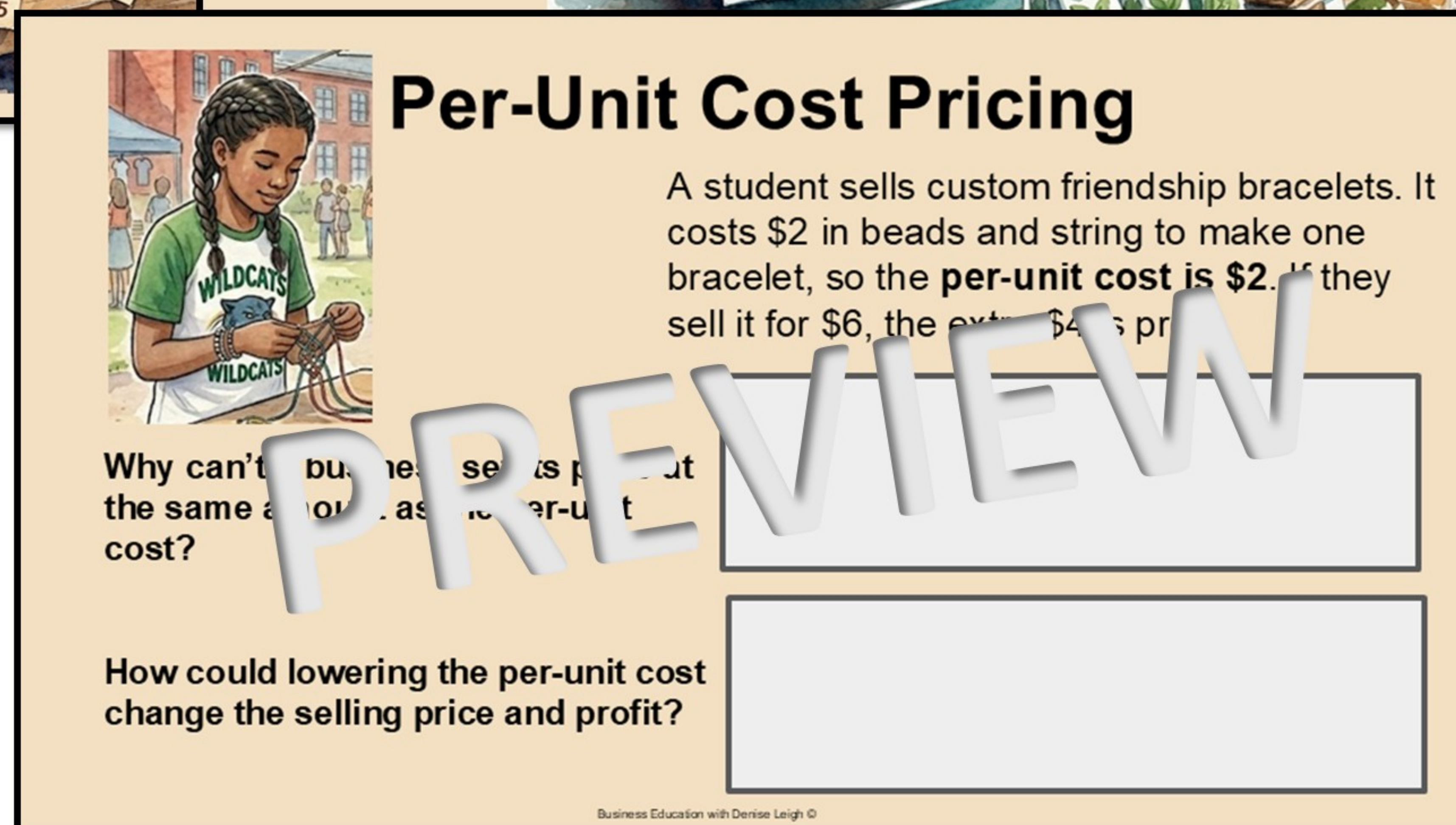
- **13-slides** Google Slides lesson
- Interactive Student Response Slides
- Real-World Pricing Strategy Examples
- Scenario-Based Pricing Applications
- Cost-Based & Competitive Pricing Analysis
- …and more!

Great for In Person, Sub Day, or Virtual

Students learn about Pricing...then answer Prompts

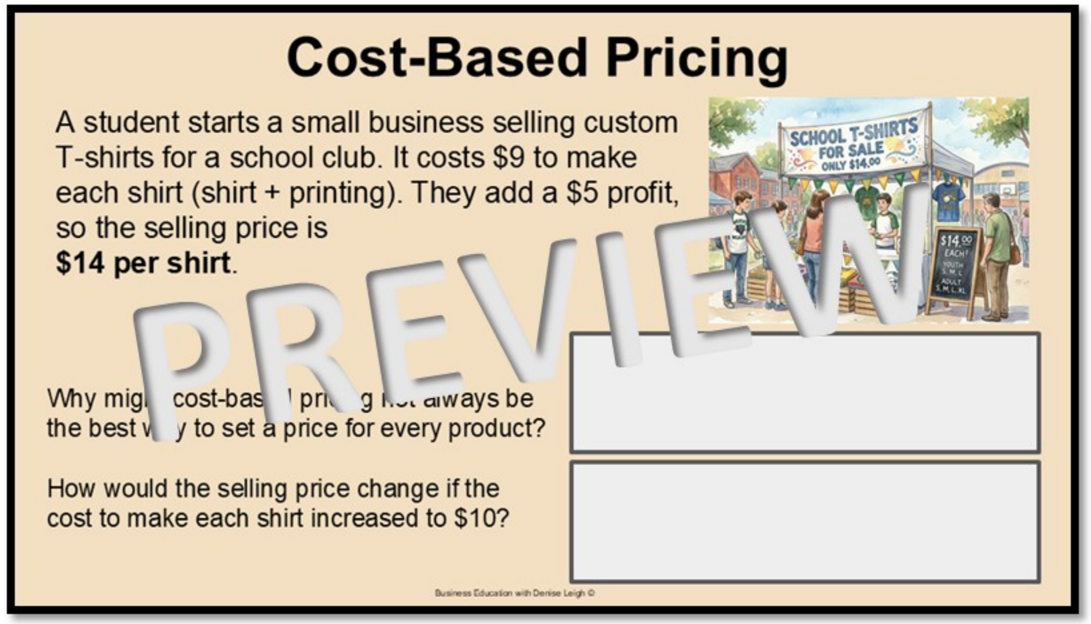


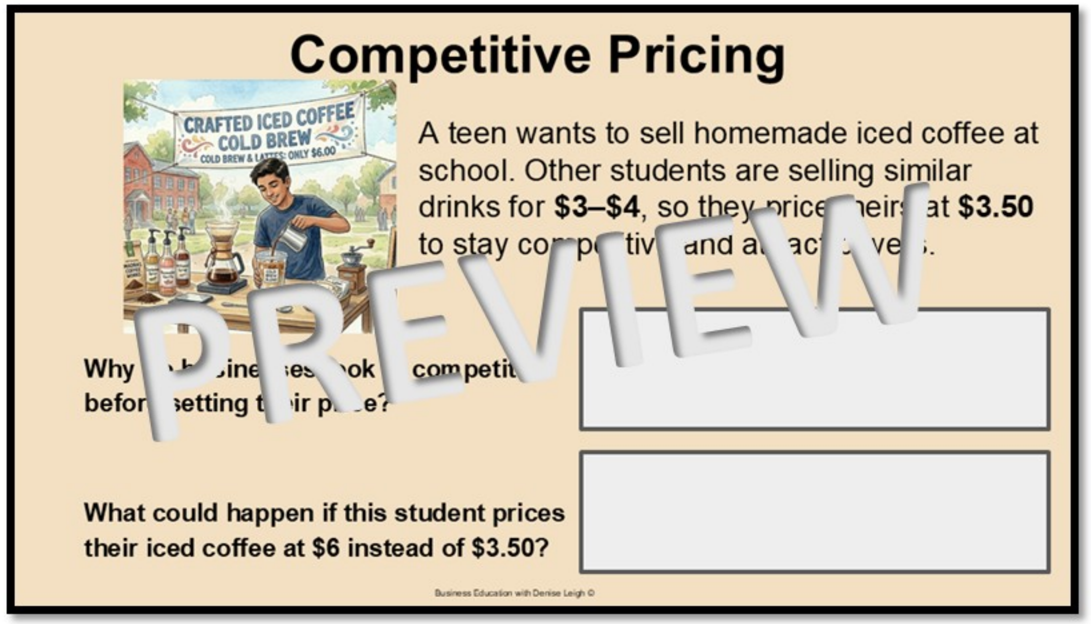




NO PREP!
PLUG & PLAY!

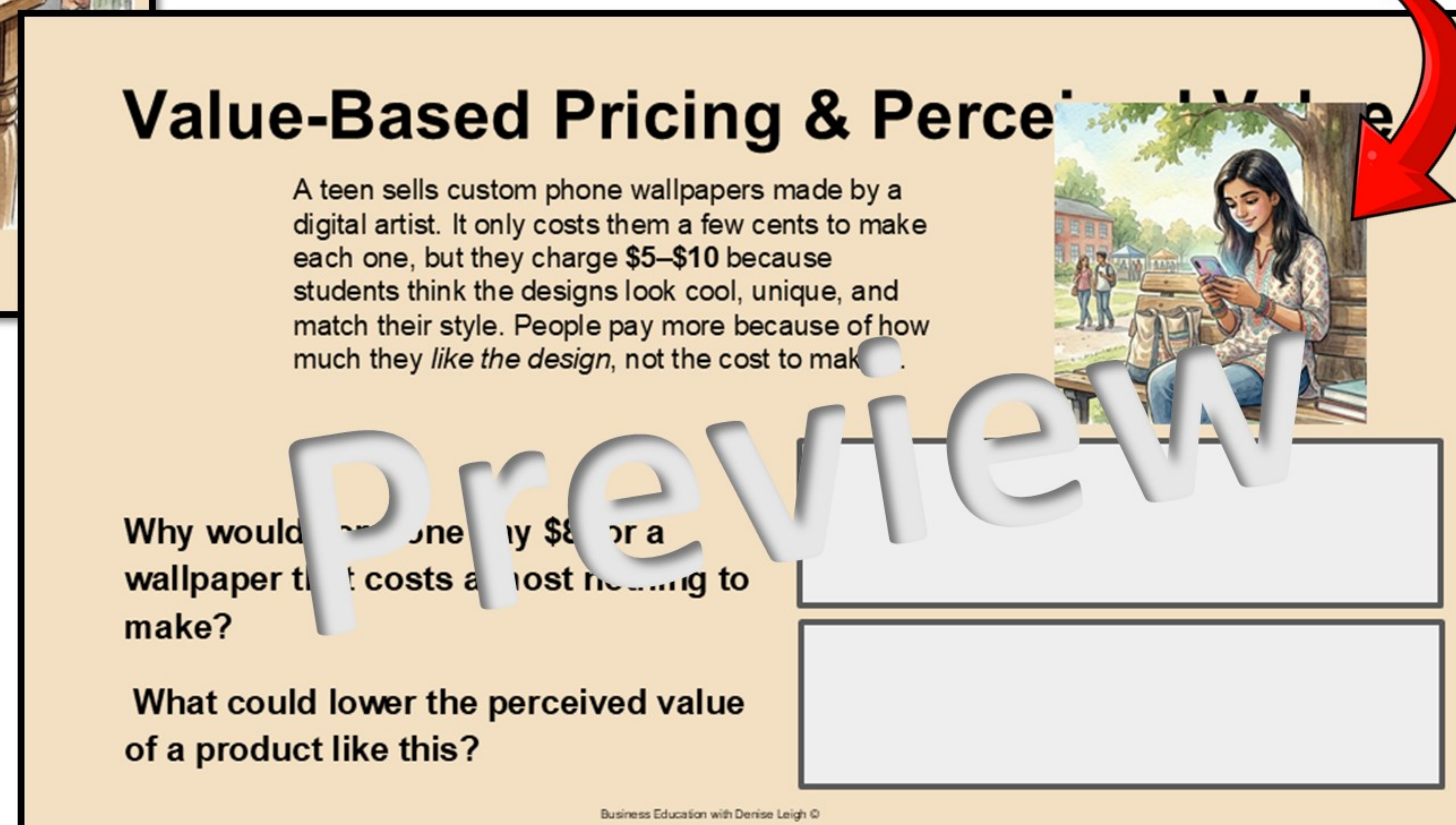
Cost-Based Pricing & Competitive Pricing





Teaching Duration: 45 minutes + Discussions

Value-Based Pricing & Perceived Value



NO PREP FOR YOU!

Real-World Product Examples

Penetration Pricing

Penetration Pricing

- Start with a low price to attract customers quickly
- Goal = get attention and build customer base
- Example:
  - New streaming service offers $1/month at launch
- Price may increase later once customers are loyal

Interactive Slides

Penetration Pricing

A new student-run energy drink brand launches at school. Most drinks cost **$5**, but they sell theirs for **$3.00** for the first month to get people to try it and build popularity fast.

Why would a business start with a very low price instead of a normal price?

What might happen after the business becomes popular?

Critical Thinking Questions

Identify the Pricing Strategy

What pricing strategy is used in each scenario below?

1. A new music app charges only $0.99 per month when it first launches to attract users quickly.

1. A student selling homemade candles calculates that each candle costs $4 to make.

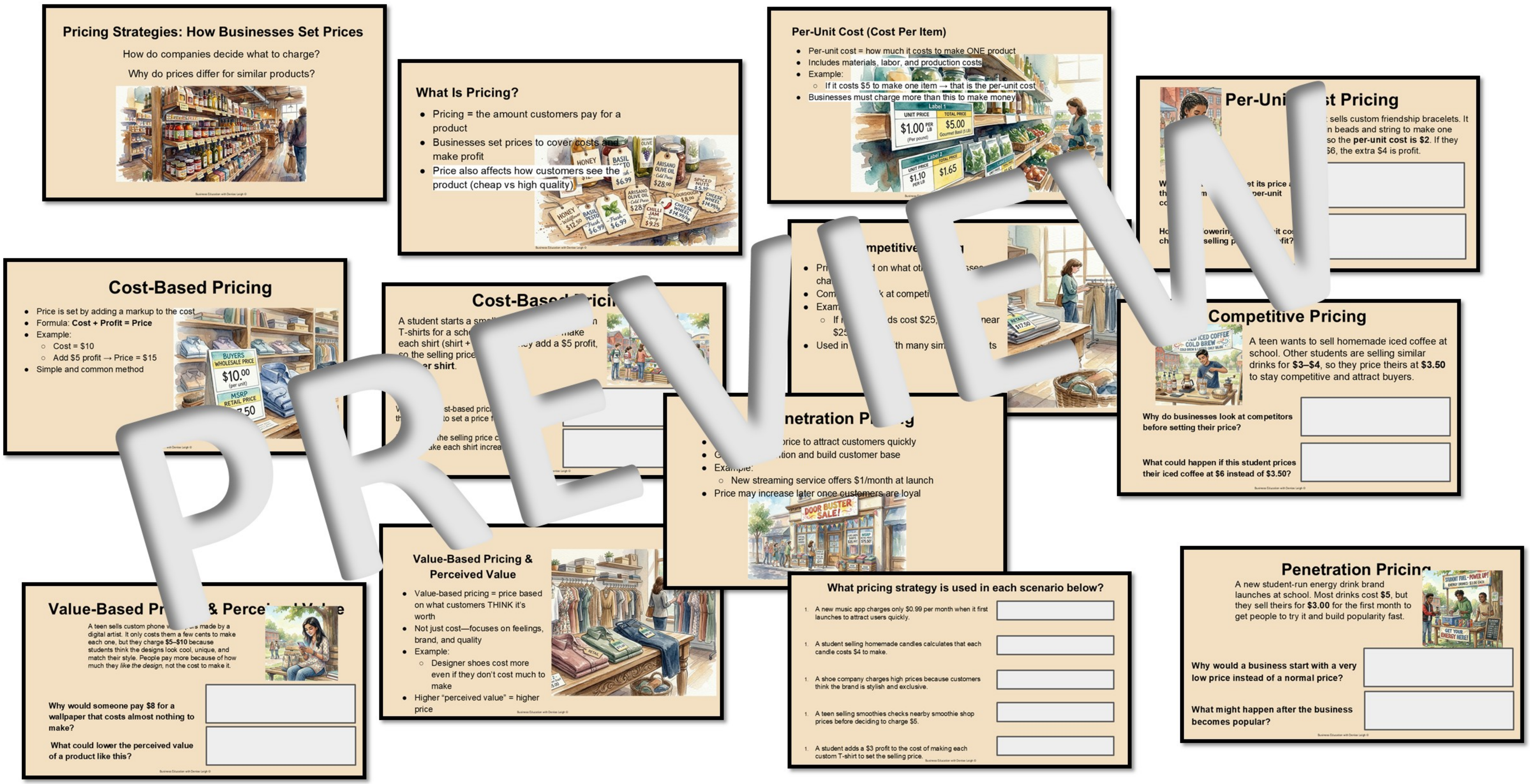
1. A sho[illegible]mpa[illegible]arges [illegible] pri[illegible]caus[illegible]st[illegible]ers think [illegible] brand [illegible]tylish a[illegible]xclusive.

1. A teen selling smoothies checks nearby smoothie shop prices before deciding to charge $5.

1. A student adds a $3 profit to the cost of making each custom T-shirt to set the selling price.

More Critical Thinking Questions

13 Slides included



Google Slides that easily converts to PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.