

What in the world am I thinking?

Topic: _____

Coursework Objective: Upon successful completion, I will be able to

(1) Recognize the different forms of pricing (2) Explain the importance of pricing
(3) List the goals of pricing (4) Differentiate between market share and market position.

Pre-Instruction:

1. What do I already know about pricing?



2. Why do I think understanding pricing is important?

3. What am I wondering about?

Mid-Instruction:

3. What have I learned so far?

4. What do I need help with?

5. What connections can I make to what I have learned before?

Post-Instruction:

5. What am I still struggling with?

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6. Write down two questions on a piece of paper and in your own words, answer the questions based on our class discussion.

7. So what? Why do I care?

[illegible]