

International marketing plan guide

[Business](#), [Marketing](#)



International Pricing in Qatar Marywood is catholic sponsored and deal mainly in liberal arts with the main campus located in Scranton, Pennsylvania. Marywood University offers international programs to meet global needs of education and allow the university access a larger market in terms on international and global penetration. There have been measures aimed at international expansion of Marywood university both physically and virtually to enable access by international students. One of the countries aimed for the expansion and access to Marywood University's programs is Qatar. However, understanding of the market conditions in Qatar for efficient service delivery and success of the marketing channels for use by the university is mandatory. This study aims at analyzing the international pricing that will fit the Qatar market to be adopted by Marywood University for success in accessing international students from Qatar. The different aspects of price will be used to analyze the qualities of the Qatar market to provide insight to effective pricing mechanism for the Qatar market.

Nature of demand (price sensitivity, price of substitutes

The high demand in Qatar results in low price sensitivity for established university institutions. However, for a new entrant in the market the prices have to conform to the levels of pricing to the Qatar market, owing to sensitivity to new universities in the region and the need for quality education (Ibp, 209). After some time, the prices can be adjusted upwards when Marywood University has established a high acceptance in Qatar and has convinced the public and the regulatory authorities of the quality of its programs both graduate and undergraduate.

There are many substitutes for education in Qatar from both international

and local universities and the pricing have to reflect the rates offered by the competition, if not better to allow for augmented market share (Ibp, 203).

The most notable competition in Qatar is Qatar University offering both graduate and undergraduate programs. Therefore, using the prices offered at Qatar University, Marywood University should develop prices to meet these needs at a region of QAR 176, 191.

Demand and cost analyzes (marginal analysis)

A high and continuously increasing demand for university education exists in Qatar owing to the few Qataris having attained high education levels to allow them to access jobs requiring high skills and understanding (Abougomaah, 67). There has been an increased need by the Qatar government to reverse the use of highly skilled expatriates resulting in high demand for education in Qatar. The current and expected future demand for education has not been adequately met by recent government strategies and involvement in development education in Qatar. Present of large government subsidies and aid to foreign education institutions reduces the cost of offering education in Qatar for Marywood University. The cost of entry into the Qatar education market for Marywood University will be low because of the lack of need for physical assets in the region and offering of online services and a broad education in the Marywood campuses in United States.

Markup chain in channel

Markup in channel is low because of the existence of predetermined levels of prices but the high access to subsidy and aid by the government and the Qatar education Foundation will allow Marywood University to have high profits (Abougomaah, 70). The benefits in cost saving are not passed on the

students in terms of reduced prices allowing Marywood to access high profits despite the absence of markup in channel (Clotfelter, 168).

Price flexibility

There is low price flexibility on the education sector owing to the publication and high access to information on university prices in different universities.

The public, therefore, has a predetermined level of prices expected for different education programs both by local and international universities, reducing price flexibility. There is a need for Marywood University to have prices ranging in the expected value to achieve client trust and commitment from the onset in Qatar.

Price level(s) (under what conditions) and impact on customer value

The conditions determining the price level in Qatar is the need to have quality programs and varied graduate and undergraduate programs to meet client needs ensuring the client receive value for their money.

Adjustments to list price (geographic terms, discounts, and allowances

Offering discounts is possible for Marywood University since there are government aid for universities offering education programs in Qatar to stimulate reading and literacy levels in the country (Clotfelter, 172).

Comparing graduate and undergraduate programs, Marywood University have to consider offering more discounts for undergraduate programs due to high competition. Allowances should be offered at the start of the programs to allow for increased access of large market.

Works Cited

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