

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE
FACULTY OF AGRICULTURAL MANAGEMENT**

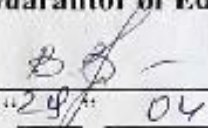
Marketing and International Trade Department




"APPROVED"
**Dean of Faculty
of Agricultural Management**
Anatolii OSTAPCHUK

21.05 2022 p.

"APPROVED"
**Guarantor of Educational Program
"Marketing"**


Vasyl ZBARSKYI
28.04 2022 p.

"APPROVED"
**Head of Marketing and International
Trade Department**


R.I. Buriak
Protocol # 9 from
" 29 " 04 2022 p.

Working program

of the discipline

Marketing pricing policy

specialty 075 "Marketing"
educational program "Marketing"
Faculty Agricultural Management
Developer: Associate Professor, PhD Olena Mykhailivna Barylovyeh
(position, academic degree, academic title)

Kyiv - 2022

Description of the discipline

Marketing pricing policy

(name)

Field of knowledge, direction of training, specialty, educational and qualification level		
Educational degree	Bachelor	
Training direction		
Specialty	075 "Marketing"	
Specialization		
Characteristics of the discipline		
View	Obligatory _ _	
Total hours	150	
Number of ECTS credits	5	
Number of content modules	2	
Term paper (work) (if available)	22	
Form of control	<i>Exam</i>	
Indicators of academic discipline for full-time and part-time study		
	full-time education	external form of education
Year of preparation (course)	4	4
Semester	7	7
Lectures	30	8
Practical, seminar classes	30	12
Laboratory classes	-	-
Individual work	90	130
Individual tasks	-	-
Number of weekly classrooms hours for full-time study	4	

1. The purpose and objectives of the discipline

The purpose of the discipline - the formation of students' modern economic thinking on marketing pricing policy of enterprises, opportunities for marketing pricing strategies and various pricing methods for its successful implementation in the domestic market.

The task of the discipline is to gain knowledge about the possibilities of using the company's marketing pricing policy to ensure the stability of its operation in the domestic market.

As a result of studying the discipline the student must

know:

- features of the marketing approach to pricing;
- influence on the formation of marketing pricing policy of internal and external factors;
- methodical approaches to the formation of marketing pricing policy and the possibility of market price adjustment;
- marketing pricing strategies;
- stages of the process of formation of marketing pricing policy of the enterprise;
- characteristics of brand pricing policy.

be able to :

- determine the goals of pricing policy and pricing strategies of the enterprise;
- to carry out marketing research in the process of implementing marketing pricing policy;
- apply the most effective pricing strategies;
- successfully and effectively pursue a policy of formation and change of current prices.

Acquisition of competencies:

general competencies: 1, 4, 5, 6, 13.

professional (special) competencies: 2, 4, 5, 6, 7, 8, 9, 12, 13, 14.

2. The program and structure of the discipline for:

Content module 1. Prerequisites for the formation of marketing pricing policy of the enterprise

TOPIC 1. PRICING POLICY AND ENTERPRISES IN MODERN MARKET CONDITIONS

The essence and role of pricing policy in the modern economy. Component decisions of pricing policy.

Premium pricing policy. Incentive pricing policy. The policy of exhausting and insightful prices. Price policy for vertical and horizontal division of the market. Price policy for commodity concentration strategies.

TOPIC 2. PRICE AS A TOOL OF MARKETING PRICING POLICY

Price analysis. Psychological perception of price. The impact of price on sales. Price elasticity of demand. Value for money. Cost and consumer approaches to pricing policy.

TOPIC 3. THE ROLE OF PRICE IN COMPETITIVE COMPETITION

Price competition and price war. Competitive reactions to price changes. Strategic and tactical decisions of the enterprise in price struggles and . Price differentiation. The effectiveness of the price "war".

TOPIC 4. FACTORS AFFECTING THE FORMATION OF PRICING POLICY

Factors causing lower prices. Factors causing price increases. External and internal factors influencing the formation of pricing policy . Factors affecting consumer price sensitivity.

TOPIC 5. MARKETING RESEARCH IN THE PROCESS OF PRICING POLICY FORMATION

Market conditions: concept and essence. Indicators of market conditions. Methods of research of market conditions and price dynamics. Principles and methods of studying the sensitivity of buyers to price levels.

Content module 2. Methodical approaches to the formation of marketing pricing policy of the enterprise

TOPIC 6. FEATURES OF THE PRICE POLICY OF THE ENTERPRISE IN THE COMMODITY MARKET

The role of price in the economic strategy of the enterprise. Pricing policy of the enterprise in different types of markets. Features of the pricing policy of the enterprise in setting regulated and free prices. Price tactics of the enterprise. Pricing on a geographical

basis. Pricing with discounts and surcharges. Taking into account the transport factor in the pricing policy of the enterprise.

TOPIC 7. MARKETING PRICING STRATEGIES

Main pricing strategies: maintaining existing market positions ; expanding market share ; maximization profit, increase the level of profitability; maintaining and maintaining the solvency of the enterprise; gaining market leadership; pricing strategy aimed at expanding the export capabilities of the enterprise; monopolistic pricing strategy; dumping strategy ; pricing strategies aimed at curbing competition. Evaluation and the choice of pricing strategy for the company.

TOPIC 8. DECISION-MAKING PROCEDURE FOR THE FORMATION OF PRICING POLICY OF THE ENTERPRISE

Principles of formation of the price policy of the enterprise. Stages of development of the price policy of the enterprise: definition of the main purposes of the price policy; determining the general direction of pricing policy; formation of marketing pricing policy of the enterprise.

TOPIC 9. PRICE ADJUSTMENTS

Cases in which there is a change in the prices set by the company. The reasons for the initiative to reduce and increase prices. Algorithm for determining the required sales growth with lower prices. Tactics used by the company to reduce or increase prices. Ways to increase and decrease prices. The reaction of the enterprise at decrease or increase of the prices by competitors is possible.

TOPIC 10 . PRICING POLICY OF BRANDS

The concept of trademark. The need for a brand asset management strategy. The role of brands in the marketing strategy of the enterprise. Methods and principles of forming the pricing policy of brands.

The structure of the discipline:

Names of content modules and topics	Number of hours													
	Full-time							Correspondence form						
	weeks	total	including					total	including					
			l	n	lab	ind	s.r.		l	n	lab	ind	s.r.	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
<i>Content module 1 . Prerequisites for the formation of marketing pricing policy of the enterprise</i>														
Topic 1. Pricing policy enterprises in modern market conditions	1	13	2	2			9							
Topic 2. Price as a marketing tool pricing policy	2	13	2	2			9							
Topic 3. The role of price in competition	3	13	2	2			9							
Topic 4. Factors influencing the formation of pricing policy	4-5	17	4	4			9							
Topic 5. Marketing research in the process of forming pricing policy	6-7	17	4	4			9							
Together on the content module 1	73		14	14			45							
<i>Content module 2. Methodical approaches to the formation of marketing pricing policy of the enterprise</i>														
Topic 1. Features of the pricing policy of the enterprise in the commodity market	8	13	2	2			9							
Topic 2. Marketing pricing strategies	9-10	17	4	4			9							
Topic 3. Decision-making procedure for the formation of enterprise pricing policy	11-12	17	4	4			9							
Topic 4. Price adjustments	13-14	7	4	4			9							
Topic 5. Pricing policy of brands	15	13	2	2			9							
Together on the content module 2	77		16	16			45							
Total hours	150		30	30	-		90							

3. Topics of seminars

№ s / n	Topics	Number hours
1		
2		

...		
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4. Topics of practical classes

No s / n	Topics	Number of hours
1	Pricing policy enterprises in modern market conditions	2/
2	Price as a tool of marketing pricing policy	2/
3	The role of price in competition	2/
4	Factors influencing the formation of pricing policy	4/
5	Marketing research in the process of forming pricing policy	4/
6	Features of the pricing policy of the enterprise in the commodity market	2/
7	Marketing pricing strategies	4/
8	Decision-making procedure for the formation of the pricing policy of the enterprise	4/
9	Price adjustment	4/
10	Pricing policy of brands	2/
...		30/_

5. Topics of laboratory classes

No s / n	Topics	Number of hours
1		
2		
...		

6. Test questions, sets of tests to determine the level of knowledge acquisition by students.

Questions for control of students' knowledge:

1. Features of the marketing approach to pricing.
2. Classification of prices.
3. The place of price in the marketing mix.
4. Pricing policy and pricing strategies as tools of contractual policy in the field of marketing.
5. Internal factors in the formation of marketing pricing strategies.
6. The main factors of the limits of freedom in pricing (external factors).
7. The influence of market structure on the formation of marketing pricing policy and marketing strategies of the enterprise.
8. Formation of marketing pricing policy and marketing pricing strategies depending on the participants of the channels of trade.
9. Forms of state restrictions on the freedom of enterprises in the formation of marketing pricing policy and marketing pricing strategies.
10. The use of marketing research to make operational and strategic decisions on the formation and implementation of pricing policy.

11. The main objectives of marketing pricing policy and marketing pricing strategies used by firms in world practice.
12. Marketing strategies for setting prices for new products.
13. Basic marketing strategies for pricing existing products.
14. Marketing strategies related to the introduction of a new product on the market in the ratio "price - promotion of the product on the market" (mixed strategies).
15. Mixed marketing strategies related to the introduction of a new product on the market in the ratio "price - quality".
16. Signs of poor functioning of marketing pricing strategies.
17. Pricing tactics and its need for efficient operation of the enterprise.
18. Conditions for establishing a strategy of standard (long-term) or variable (flexible) prices.
19. Use of marketing strategy of the uniform price or its change on market segments.
20. Establishing psychologically attractive prices.
21. Marketing strategy of stepwise price differentiation.
22. Price adjustment based on the redistribution of costs within the range or range of goods of the enterprise.
23. Price adjustment based on different ways of including transport costs in the price of goods.
24. The use of discounts when setting the price of goods.
25. Determining the price based on full and variable costs.
26. Calculation of the price based on break-even analysis and target profit.
27. Stages of calculating the purchase price of goods, which provides the target level of profitability of enterprises.
28. Pricing with a focus on the value of the product, or competition.
29. The essence of parametric pricing methods and their scope.
30. Stages of price calculation based on the expert method.
31. Aggregate method of pricing.
32. Market insurance of the final price of goods in agreements (contracts).
33. Insurance (hedging) of the purchase price of exchange goods.
34. Insurance (hedging) of the selling price of exchange goods.
35. Features of the policy of changing current prices.
36. The impact of changes in prices on the company's profits.
37. Study of the reaction of consumers and competitors to changes in current prices.
38. Development of the program of decision-making by the enterprise in a situation of change of the prices by the competitor.

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ			
ОС «Бакалавр» напря́м підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2022 - 2023 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 30 з дисципліни «Marketing pricing policy»	Затверджую Зав. кафедри _____ (підпис) Буряк Р.І. (ПІБ) 20 р.

- Pricing methods based on production costs.
- Determine the wholesale price for a washing machine designed to replace a machine that was previously produced and cost 1220 UAH. The main technical parameter is the productivity (kg / h) of the new machine -7 kg / h, the previous one - 5 kg / h.
- Test tasks:

1. Price is :

1	monetary expression of the value of goods;
2	monetary expression of labor invested in the production of this product;
3	measuring the usefulness of the goods for the buyer;
4	all answers are correct.

2. Marketing pricing policy is:

1	A set of measures to determine the price, discounts, terms of payment for goods in order to meet consumer needs and ensure the company's profits
2	The process of setting the price of a particular product under the influence of market factors
3	The corresponding reaction of the enterprise to the actions of competitors
4	Establishment of terms of payments and deliveries, ie the content of sales contracts that determine payment, range and other terms of delivery

3. The price at which the amount of products offered on the market is equal to the amount of products that consumers want to buy is called:

1	minimal;
2	maximum;
3	equilibrium;
4	adjustable.

4. Premium markup strategy:

1	It can be used by an enterprise that manufactures high quality goods and therefore determines the highest price
2	Used by an enterprise that manufactures low quality goods and sells them at a low price
3	Assumes that the company overestimates the price of the product in relation to its quality
4	Establishment of terms of payments and deliveries, ie the content of sales contracts that determine payment, range and other terms of delivery

5. What is the correct procedure for determining the price at the company?

1	Analysis of demand for goods - cost analysis - analysis of competitors' prices - determination of pricing goals - choice of pricing strategy - choice of pricing method - setting final prices
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2	Determining the goals of pricing - the choice of pricing method - analysis of demand for goods - cost analysis - the choice of pricing strategy - analysis of competitors' prices - setting final prices
3	Choice of pricing strategy - determination of pricing goals - analysis of competitors' prices - analysis of demand for goods - cost analysis - choice of pricing method - setting final prices
4	Defining pricing goals - analysis of demand for goods - cost analysis - analysis of competitors' prices - choice of pricing method - choice of pricing strategy - setting final prices

6. Match the value of price elasticity of demand with its definition:

<i>The value of elasticity</i>	<i>Definition</i>
1. $E_d \rightarrow \infty$	A) Elastic
2. $E_d > 1$	B) Inelastic
3. $E_d = 1$	C) Absolutely elastic
4. $E_d < 1$	D) Unit elasticity
5. $E_d = 0$	E) Absolutely inelastic

7. Demand determined on the basis of price elasticity determines the price limit.

(Indicate the missing word in the answer sheet)

8. Prices used in international business and mean that the transport costs and risks of the seller when transporting goods to a certain point are included in the price of goods - these are:

(indicate the name of the concept in the answer sheet)

9. Match the names of the prices used in marketing and their essence:

<i>Name</i>	<i>Essence</i>
1. Descending	A) prices determined in accordance with theories of customer behavior (within the strategy of non-rounded prices or the strategy of price limits).
2. Prestigious	B) prices, which are determined mainly on the basis of the maximum approximation to the market leader's prices;
3. prices "imitation of the leader"	C) prices for products of very high quality of well-known companies with unique properties;
4. psychological	D) prices that are set directly depending on the ratio of supply and demand in the market and gradually decrease as the market is saturated with goods;

10. Initial prices at market entry , which are the maximum possible under market conditions, taking into account competitive advantages - is...

(enter the name of the price in the answer sheet)

7. Teaching methods .

Lecture with the use of multimedia presentations, group work, solving situational problems, cases, conversation, interview, discussion, explanation.

8.

9. Forms of control.

Poll

Testing

Checking abstracts

Solving problems, practical situations

Modular test control.

10. Distribution of points received by students. Criteria for assessing students' knowledge

Assessment of student knowledge is on a 100-point scale and is translated into national assessments according to table. 1 "Regulations on examinations and tests in NULES of Ukraine" (order of entry into force of 27.12.2019 № 1371)

Student rating, points	National assessment based on the results of the compilation	
	exams	offsets
90-100	Perfectly	Credited
74-89	Fine	
60-73	Satisfactorily	
0-59	Unsatisfactorily	Not credited

To determine the rating of the student (listener) for mastering the discipline R_{DIS} (up to 100 points) the received rating on attestation (up to 30 points) is added to the rating of the student (listener) on educational work R_{HP} (up to 70 points): $R_{DIS} = R_{HP} + R_{AT}$.

11. Methodological support

1. Маркетингова цінова політика: методичні вказівки до вивчення курсу для студентів спеціальності 075 «Маркетинг» К: Компринт, 2021. 178 с.
2. Барилевич О.М. Методичні вказівки до написання, оформлення та захисту курсової роботи з дисципліни «Маркетингова цінова політика» для студентів напряму підготовки 6.030507 «Маркетинг». К: ЦП «Компринт», 2014. 19 с.

12 . Recommended literature

Basic:

1. Маркетингова цінова політика : навчальний посібник для студентів ВНЗ / Я. С. Ларіна та ін.; Національний університет біоресурсів і природокористування України. 2-ге видання, перероблене і доповнене. Харків : Діса плюс, 2016. 280 с.
2. Окландер М. Ф. Маркетингова цінова політика: навч. посіб. / М. Ф. Окландер, О. П. Чукурна. К. : ЦУЛ, 2012. 240 с.

Auxiliary:

3. Бакунов О. О., Кучеренко Ю.О. Цінова політика підприємства: навч. посіб. для студ. ВНЗ / Донецький національний ун-т економіки і торгівлі ім. Михайла Туган-Барановського. Кафедра прикладної економіки. Донецьк : ДонНУЕТ, 2008. 111с.
4. Бєлявцев М. І., Петенко І. В., Прозорова І. В. Маркетингова цінова політика. Навчальний посібник / М-во освіти і науки України, ДНУ. К. : ЦУЛ, 2005. 330 с.
5. Гаркавенко С. С. Маркетинг : підручник. К. : Лібра, 2002. 712 с.
6. Голованова М. А., Доленко В. В. Маркетингова цінова політика: навч. посіб. / Нац. аерокосм. ун-т ім. М. Є. Жуковського "Харк. авіац. ін-т". Х. : ХАІ, 2009. 121 с.
7. Дугіна С. І. Маркетингова цінова політика: Навч. посібник / Київський національний економічний ун-т. К. : КНЕУ, 2005. 392с.
8. Ковальчук С. В., Гвоздецька І. В., Синиця С. М. Маркетингова цінова політика: навч. посіб. Львів : Новий Світ. 2011. 352 с.
9. Литвиненко Я. В. Маркетингова цінова політика: навч. посіб. / Міжрегіональна академія управління персоналом. К. : Персонал, 2008. 244с.
10. Мазур О. Є. Ринкове ціноутворення : навч. посіб. К. : ЦУЛ, 2012. 480с.
11. Романенко Л.Ф. Маркетингова цінова політика: навч. посібник / Відкритий міжнародний ун-т розвитку людини "Україна". — К. : Університет "Україна", 2006. — 109с.
12. Шпичак О.М. Теоретико-методологічні аспекти ціноутворення на сільськогосподарську продукцію // Економіка АПК. 2012. №1. С.3-10.

13. Information resources

1. National University of Life and Environmental Sciences of Ukraine : website. URL : <https://nubip.edu.ua/>
2. Ministry of Education and Science of Ukraine : website. URL : <https://mon.gov.ua/ua>
3. Magazine "Marketing in Ukraine": website. URL : <http://ua.m.in.ua/rus/projects/marketing-in-ua>
4. Magazine "Marketing and Innovation Management ": website. URL : <https://mmi.fem.s.in.mdu.edu.ua/>
5. Magazine "Companion: website. URL : <http://www.companion.ua/>

6. National Library of Ukraine named after Vernadsky: website. URL : www.nbuv.gov.ua.
7. Ukrainian Marketing Association : website. URL : <http://uam.in.ua>