

**NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE**

**FACULTY OF AGRICULTURAL MANAGEMENT**

Marketing and International Trade Department

**Educational and  
methodical complex**  
of discipline

**«MARKETING PRICING»**

**for undergraduate students training  
(specialty: 075 Marketing)**

KYIV-2021

**NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE**

Marketing and International Trade Department

*“APPROVED”*  
**Dean of Faculty of  
Agricultural Management**

A.D. Ostapchuk  
“ \_\_\_\_\_ ” \_\_\_\_\_ 2021

*“APPROVED”*  
**Head of Marketing and  
International Trade Department**

\_\_\_\_\_ R.I. Buriak  
“20” May 2021

Guarantor of the educational program «Marketing»  
\_\_\_\_\_ V. K. Zbarskyy

**Working educational program  
of discipline**

**“MARKETING PRICING”**

**for undergraduate studentstraining  
(specialty: 075 Marketing)**

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**1. Description of the discipline**  
**Marketing and pricing**  
(name)

<b>Field of knowledge, specialty, educational program, educational degree</b>	
Educational degree	<i>Bachelor</i>
Specialty	<i>075 "Marketing"</i>
Educational program	<i>Marketing</i>
<b>Characteristics of the discipline</b>	
Kind	Required
Total number of hours	120
Number of ECTS credits	4
Number of content modules	2
Course project (work) (if available)	-
Form of control	<i>Examination</i>
<b>Indicators of academic discipline for full-time and part-time education</b>	
	full-time education
Year of preparation (course)	3
Semester	5, (1 CT)
Lectures	<i>30 hours</i>
Practical, seminar classes	<i>30 hours</i>
Laboratory classes	-
Individual work	<i>60 hours</i>
Individual tasks	<i>4 hours</i>
Number of weekly classrooms hours for full-time study	<i>4 hours</i>

## 2. The purpose and objectives of the discipline «Marketing pricing»

The purpose of teaching the discipline " Marketing Pricing " is to master the theoretical knowledge and practical skills necessary for a deep understanding of the marketing pricing system in market conditions.

### ***The objectives of this course are:***

- study of basic theories of pricing;
- methodological bases of price formation;
- features of pricing depending on the types of markets, including the world market;
- the role of the state in the process of price formation and features of pricing in the market of consumer goods and services .
- acquisition of skills and abilities to use methods of work in this field , orientation in specific practical situations.

### **As a result of studying the discipline the student must**

#### **know:**

- the concept of price, the relationship between the categories of price and market, price and money.  
the essence of the pricing process. the dependence of the pricing strategy on the stage of the life cycle at which the product is;
- factors of the macroenvironment that affect prices: the general state of the economy, political factors, tax, monetary policy, foreign economic policy of the state, the policy of state regulation of prices;
- the theory of labor value and its main provisions: price as a monetary expression of the value of goods; the possibility and necessity of deviation of the price from the cost. consumer value, cost of goods and price;
- price as a tool of the mechanism of state economic policy , types of prices depending on market types, level of their liberalization, branch form of production, structure of commodity promotion, character of use, form of franking.
- the concept of cost of production and its composition, types of cost depending on the time of calculation: planned, actual, regulatory estimates; depending on the duration of the settlement period: monthly, quarterly, annual, individual, industry average; depending on the amount of costs included in the cost: technological, shop, production.
- the role of price in the economic strategy of the enterprise, pricing in different types of markets, the task of pricing depending on the types of markets.
- market research as a necessary precondition for the company's active pricing policy , stages of the company's pricing policy , market structuring, demand study, analysis of the level of its elasticity, behavior of competitors and pricing tactics of the enterprise.
- the essence of state control over prices, the need for state regulation of prices in market conditions, the main functions of the state in the field of pricing: price policy, analysis and forecasting of prices, regulation of general pricing rules, price control.
- features of pricing in the market of consumer goods and services, pricing in

agriculture, purchase prices and problems of equivalence of exchange between agriculture and industry, methods of taking into account the quality of products in purchase prices.

- Features of the world market: its structure and pricing factors, the relationship between world and domestic prices.

**be able:**

- development of a strategic plan for price formation.

- select the necessary pricing methods to achieve a certain goal .

- to start the price components .

to identify the factors that expand the limits within which the company can set its prices, as well as to clarify the goal it sets for itself ;

- x characterize the demand curve and how it affects the gross and marginal revenue of the company.

- tell about the importance of price elasticity of demand for the manager who decides on pricing.

- p calculate the break-even point for different price ratios, fixed and variable costs per unit of output.

- p calculate the initial indicative price using methods based on estimating demand and costs, aimed at increasing profits or advantages over competitors.

- to identify the main factors that must be taken into account when setting the final list price or base price.

- to write methods for correcting the target price taking into account the geographical factor, as well as the need to provide discounts and offsets.

- to create the main legislative and regulatory documents that regulate pricing.

**Acquisition of competencies:**

From the general competencies (GC):

GC3. Ability to abstract thinking, analysis and synthesis. ZK4. Ability to learn and master modern knowledge.

GC5. Definiteness and persistence in terms of tasks and responsibilities.

GC6. Knowledge and understanding of the subject area and understanding of professional activity.

GC7. Ability to apply knowledge in practical situations.

GC8. Ability to conduct research at the appropriate level.

GC9. Skills in the use of information and communication technologies.

GC11. Ability to work in a team.

Professional (special) competencies (PC):

PC1. Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

PC3. Ability to use theoretical marketing positions to interpret and predict phenomena and processes in the marketing environment.

PC4. Ability to conduct marketing activities based on understanding the nature and content of marketing theory and functional relationships between its components.

PC5. Ability to correctly apply marketing methods, techniques and tools.

PC6. Ability to conduct marketing research in various areas of marketing.

PC7. Ability to determine the impact of functional areas of marketing on the results of economic activities of market participants.

PC8. Ability to develop marketing support for business development in conditions of uncertainty.

PC9. Ability to use marketing tools in innovation.

PC10. Ability to use marketing information systems in marketing decisions and develop recommendations to improve their effectiveness.

PC11. Ability to analyze the behavior of market participants and determine the peculiarities of the functioning of markets.

PC12. Ability to substantiate, present and implement research results in the field of marketing.

PC13. Ability to plan and conduct effective marketing activities of a market entity in cross-functional terms.

PC14. Ability to offer improvements in the functions of marketing activities

### 3. Program structure and discipline "Marketing pricing" for students majoring 075 "Marketing" :

- full-time full-time (part-time) form of study

Names of content modules and topics	Number of hours									
	Full-time									
	weeks	everything	including							
			l	n	lab	ind	s.r.			
1	2	3	4	5	6	7	8			
Content module 1. Conceptual apparatus and organization of marketing pricing in enterprises										
Topic 1. Theoretical foundations of price .	1 -2	10	2	2			6			
Topic 2. Fundamentals and pricing of goods and services	3	10	2	2			6			
Topic 3. Price formation and its structural elements	4-5	17	4	4			9			
Theme 4. Wipe and thou production as the basis of pricing	6-7	17	4	4			9			
Together on the content module 1		<b>54</b>	<b>12</b>	<b>12</b>			<b>30</b>			
Content module 2. Features of the pricing policy of the enterprise and the state										
Topic 5 . Pricing policy of the enterprise in the commodity market	8-9	14	4	4			6			
Topic 6 . Internet pricing .	10	10	2	2			6			
Topic 7. Pricing in the field of services	11-12	10	4	4			6			
Topic 8 . Discounts in the marketing pricing system	thirteen	14	4	4			6			
Topic 9. Pricing in the world market	14-15	14	4	4			6			
Together on the content module 2		<b>66</b>	<b>18</b>	<b>18</b>			<b>30</b>			
Total hours		<b>120</b>	<b>30</b>	<b>30</b>			<b>60</b>			
Course project (work) on the subject "Marketing Pricing"		-	-	-	-	-	-			
Total hours		<b>120</b>	<b>30</b>	<b>30</b>			<b>60</b>			

### 4 . Topics seminar sessions

No s / n	Name topics	Number hours
1		
2		
...		

### 5 . Topics of practical classes

№ s / n	Name topics	Number hours
<b>Module 1. Conceptual apparatus and organization of marketing pricing in enterprises</b>		
1.	Theoretical foundations of price	2 / 1
2.	Basics and pricing of goods and services	2 / 1
3.	Price formation and its structural elements	4 / 1
4.	Production costs as a basis for price formation	4 / 1
<b>Module 2. Features of the pricing policy of the enterprise and the state</b>		
5.	Pricing policy of the enterprise in the commodity market	4 / 1
6.	Internet pricing	2 / 1
7.	Pricing in the field of services	4 / 1
8.	Discounts in the marketing pricing system	4 / -
9.	Pricing in the world market	4 / 1

### 6 . Individual work

№ s / n	Name topics	Number hours
<b>Module 1. Conceptual apparatus and organization of marketing pricing in enterprises</b>		
1.	Theoretical foundations of price	6 / 12
2.	Basics and pricing of goods and services	6 / 12
3.	Price formation and its structural elements	9 / 14
4.	Production costs as a basis for price formation	9 / 16
<b>Module 2. Features of the pricing policy of the enterprise and the state</b>		
5.	Pricing policy of the enterprise in the commodity market	6/9
6.	Internet pricing	6/9
7.	Pricing in the field of services	6/9
8.	Discounts in the marketing pricing system	6/9
9.	Pricing in the world market	6/9

## **7. Test questions for the study of the discipline "Marketing pricing"**

1. Formulate the definition of the economic essence of the price.
2. Describe the cost and conditions of its formation.
3. List and disclose the factors that contribute to the deviation of prices from the cost.
4. What is the price function?
5. Describe each pricing function
6. Describe the accounting function of prices in a market economy .
7. What is the relationship between prices and inflation?
8. The essence of the price incentive function.
9. Describe the mechanism of incentives through the price system in a market economy.
10. Costs of production and sale of products. Cost calculation.
11. Describe the costly pricing methods.
12. Give pricing methods based on demand.
13. Describe the methods of pricing, which are based on the formation of the existing product range and its management.
14. Describe the parametric method of pricing and its scope .
15. Describe the parametric series.
16. Name the distinguishing parametric methods.
17. Name the scope of the current price method.
18. Answer when using the multiple correlation method.
19. Formulate methods of price formation.
20. Identify the features of pricing at the stage of strategy development .
21. What is the life cycle of a cook? Show by specific examples.
22. How is the formation of prices based on the stages of the product life cycle?
23. Describe all stages of the product life cycle and show their impact on prices .
24. As Mr. affect the state and the formation of prices? Methods of direct and indirect pricing.
25. Types of pricing policy of domestic enterprises. Penetration policy, high prices, prestigious prices, differentiated prices.
26. Types of discounts in the activities of domestic enterprises and retail trade.
27. Features of calculation of transport tariffs.
28. Define world prices. Prices Incoterms.
29. Name the main elements of the world price system.
30. What are the types of prices for exported goods
31. Describe the prices of imported goods

## 8. A set of tests to determine the level of knowledge acquisition by students

NATIONAL UNIVERSITY OF BIORESOURCES AND NATURE MANAGEMENT OF UKRAINE			
<b>About C "Bachelor" specialty 075 "Marketing"</b>	<b>Chair marketing and international trade</b> 2021-2022 education year	<b>EXAMINATION TICKET № 1</b> from the discipline <b>"Marketing pricing"</b>	<b>I approve</b> Head of the department _____ (signature)  Buryak R. _____ _____ 2021 p.

1. Pricing methods are cost-oriented.
2. Describe the types of price discounts.

3. Test tasks:

1. Price is:

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

2. What word is omitted in the sentence (definition):

Pricing is the setting of prices for goods and services.	<i>(in the answer sheet to submit in one word)</i>
--	--

3. The general economic factors of pricing on the world market do not include:

1	economic cycle
2	inflation and spending
3	profit
4	taxes and fees

4. What word is omitted in the sentence:

Діяльність .. activities of the state aimed at establishing and maintaining a price level that would ensure profitable activities of economic entities	<i>(indicate the correct statement in the answer sheet)</i>
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5. By applying preferential taxation, preferential crediting, subsidies and subsidies from the budget is carried out..... prices.

<i>indicate the correct concept in the form</i>
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6. According to the theory of K. Marx, the price of goods is determined by:

1	the relationship between supply and demand
2	usefulness of the goods
3	public value
4	production costs

7. The quantity of a product that a consumer is willing and able to buy at a certain price over a period of time is called ..

*in the form indicate the correct answer in one word*

8. The peculiarities of the market of perfect competition do not include:

1	the demand price for the product is equal to the supply price
2	non-price competition is of great importance
3	dynamics of price changes
4	no queues

9. Include in this list of missing features prices:

Accounting, stimulating, distributive .....	<i>(submit all functions in the answer sheet)</i>
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10. The groups of microenvironmental factors that affect prices do not include:

1	demand
2	exchange rate
3	competition
4	intermediaries

## 9. Individual tasks

Develop a personal project to include own calculations on a topic, based on information with you personally or by trade possibilities investigated in a market, work should be in hard copy (10-12 pages A4).

## 10. Teaching methods

Holding lectures and workshops, Slide and presentation (in the program Power Point) for each topic, the additional material, discuss controversial issues. Situational tasks and business cases are solved in practical classes.

## 11. Forms of control

Execution of modular and boundary tests, individual works, situational tasks, test tasks, independent study of separate topics of the course.

Assessment of students' academic achievements in all types of educational work is carried out according to the current and final controls. The current control of students' knowledge of the discipline is carried out in writing. Tests on the content module include test questions (30 tests).

Control of independent work is carried out:

from the lecture material - by opting and the availability of a synopsis / printed electronic version of the lectures;

from practical classes - by checking the completed tasks.

All control measures are included in the 100-point rating scale.

The final semester control of knowledge takes place on the exam in writing. Paper includes two theoretical and ten test questions.

## 12. Distribution of points received by students.

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, bali	National assessment based on the results of the compilation	
	exams	offsets
90-100	Perfectly	Credited
74-89	Okay	
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 obtained rating for certification (up to 30 points) is added to the rating of the student (listener) for academic work  $R_{HP}$  (up to 70 points):  $R_{DIS} = R_{HP} + R_{AT}$ .

### 13. Methodical support

1. Четверик О.В. Methodical instructions for studying the discipline "Marketing pricing" for full-time and part-time students majoring in "Marketing". - К.: ЦП «Компринт», 2020. - 75 с.
2. Chetveryk OV Methodical instructions on writing, registration and defense of course work on the subject "Marketing Pricing" for students majoring in 075 "Marketing". - К.: ЦП «Компринт», 2018. - 40 с.

### 14. Recommended literature

#### Basic:

3. Marketing pricing policy: a textbook / for general. ed. Ya. S. Larina and O. M. Barylovych - 2nd ed., Revised. and add. - H.: Disa plus, 2016. - 280 p.
4. Marketing pricing policy: textbook. way. Recommended by the Ministry of Education and Science / Litvinenko Ya. V. - K., 2010. - 294 p.
5. Oklander MA Marketing pricing policy: textbook. way. / MA Oklander, OP Chukurna - K.: Center for Educational Literature, 2012. - 240 p.
6. Marketing. Textbook edited by Prof. Buryak RI - K.: ЦП «Компринт», 2019. - 765с.

#### Auxiliary :

7. Law of Ukraine "On Prices and Pricing" of 03.12.1990 № 507-XII.
8. Babur LG Prices and pricing: a textbook / L.G. Babur, O.G. Doll. - Vinnytsia: VNTU, 2004 - 119 p.
9. Balabanova LV Marketing / L.V. Balabanova - K.: Knowledge Press, 2004. - 564 p.
10. Prices and pricing: Educational situational tasks from the course for students of all specialties. / B.C. Pinishko. - L., 2004.
11. Shkvarchuk L.O. Ts and ni and ts and formation: Textbook. pos. - K.: Кондор, 2005.
12. Shpychak OM Price and pricing of agro-food products: a textbook / O.M. Шпичак, С.А. Stasinevich, OV Bodnar - K.: NSC IAE, 2008. - 238 p.
13. Kotler F. Marketing. Management 10th ed. - St. Petersburg; M.; Kharkiv; Minsk: Peter, 2000. - 762 p.
14. Korinev VL Analysis of pricing factors / V.L. Korinev eq // Actual problems of the economy. - 2004. - №11. (40) - P. 101–107.
15. Utkin EA Prices. Pricing. Pricing policy: Textbook. - M.: Tandem, 1997. - 224 p.
16. Tsatsulin AI Prices and pricing in the marketing system: A textbook. - M.: Filin, 1998. - 442 p.
17. Prices and pricing: Tests and tasks. / I.A. Желтякова, Г.А. Маховикова, Н.Ю. Puzyna. - СПб.; М.; Kharkiv; Minsk: Peter, 1999. - 208 p.
18. Prices and pricing: Textbook. allowance. / И. Shestakova, G. Makhovikova, N. Puzyna. - СПб.: Питер, 1999. - 112 с.

19. Giles GB Marketing: 5-ed. / Giles GB - London : M and E Handbook, 1990. - 294 p.

20. Kent B. Pricing: making profitable decision / Kent B. Monroe. - McGraw-Hill, 1990 . - 502 p.

## 15. Information resources

1. Official site of the Ukrainian Marketing Association. Electronic resource. Access mode: <http://uam.in.ua/>

2. Official site of the State Statistics Committee. Electronic resource. Access mode: <http://www.ukrstat.gov.ua/>

3. Official site of the Ministry of Agrarian Policy and Food of Ukraine. Electronic resource. Access mode: <https://agro.me.gov.ua/ua>

**Periodical domestic and foreign publications:** Magazines - "Bulletin of Economic Science of Ukraine", "Economy and State", "Current Economic Issues", "Regional Economy", "Marketing and Advertising", "Marketing in Ukraine", "Agricultural Economics", " Economist ", " Economy of Ukraine ", " Business "and other magazines.

Official Internet sites, laws and regulations.