



## COURSE SYLLABUS

### « Marketing price policy (module 2) »

Degree of higher education - Bachelor  
Specialization 075 Marketing  
Educational program « Marketing »  
Academic year 4, semester 7  
Form of study full-time  
Number of ECTS credits 3  
Language english

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Lecturer of the course

**PHD in Economics, Associate Professor of Marketing and international Trade Department Olena Barylovych**

Contact information of the lecturer (e-mail)

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Course Page on eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=2853>

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## COURSE DESCRIPTION

The course examines the process and features of enterprise pricing policy, in particular, the prerequisites for successful pricing policy, pricing models in a market economy, types of enterprise pricing policy, factors influencing its formation, types of pricing strategies and methods used in developing pricing policy enterprises, causes and consequences of price changes.

*The purpose* of the discipline - the formation of students' modern economic thinking about marketing pricing policy of the enterprise, the possibility of applying 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.

### **Competencies of the educational programme:**

*Integrative competency (IC):* The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

#### *General competencies (GC):*

GC1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC4. Ability to learn and master modern knowledge.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GK6. Knowledge and understanding of the subject area and understanding of professional activity.

GC13. Ability to work in an international context.

#### *Professional (special) competencies (PC):*

PC2. The ability to critically analyze and generalize the provisions of the subject area of modern marketing.

PC4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

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

PC6. The ability to conduct marketing research in various areas of marketing activity.

PC7. The ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

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

PC9. The ability to use marketing tools in innovative activities.

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

PC13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

PC14. Ability to propose improvements to marketing functions.

**Program learning outcomes (PLO) of the educational programme:**

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 7. Use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

**COURSE STRUCTURE**

<b>Topic</b>	<b>Years</b> (lectures / laboratory, practical, seminar)	<b>Learning outcomes</b>	<b>Task</b>	<b>Assessment</b>
<b>7 semester</b>				
<b>Module 1</b>				
<b><i>PREREQUISITES FOR THE FORMATION OF MARKETING PRICING POLICY OF THE ENTERPRISE</i></b>				
Topic 1. Pricing policy of the enterprise in modern market conditions	<b>2/2</b>	Understand the essence and role of pricing policy in the modern economy. Distinguish pricing policy types Understand the mechanism of price influence on sales. Analyze the elasticity of demand for goods. Understand the essence of the concept of "price competition". Take into account competitive reactions to price changes. Use price differentiation in pricing policy. Analyze the factors that cause lower and higher prices. Be able to take into account the factors that affect the price sensitivity of consumers. Analyze indicators of market conditions and price dynamics. Use the	Submitting of practical. Taking tests, writing essays. Completing independent work (including on eLearn)	<b>4</b>
Topic 2. Pricing models in the market economy	<b>2/2</b>			<b>4</b>
Topic 3. Pricing under different types of pricing policies	<b>2/2</b>			<b>4</b>
Topic 4. Prerequisites for the formation of the enterprise's price policy	<b>2/2</b>			<b>5</b>
Topic 5. Price as a tool of the company's pricing policy	<b>2/2</b>			<b>5</b>
Topic 6. Methods of estimating demand and its elasticity	<b>2/2</b>			<b>5</b>
Topic 7. Psychological	<b>2/2</b>			<b>5</b>

aspects of pricing		principles and methods of studying the sensitivity of buyers to price levels		
Total for educational work of the module 1				<b>70</b>
Module test 1				<b>30</b>
Total for module 1				<b>100</b>
<b>Module 2</b>				
<b><i>METHODICAL APPROACHES TO THE FORMATION OF THE MARKETING PRICE POLICY OF THE ENTERPRISE</i></b>				
Topic 8. Stages of development of the company's price policy	<b>2/2</b>	Distinguish pricing policies in different types of markets. Take into account various factors in the formation of the pricing policy of the enterprise in the commodity market Be guided by the types of pricing strategies. Carry out evaluation and selection of pricing strategy by the enterprise Know the principles of pricing policy of the enterprise. Use the methodology of developing the company's pricing policy. Understand the reasons for the change in prices set by the company. Know the algorithm of actions of the enterprise during price changes.	Submitting of practical. Taking tests, writing essays. Completing independent work (including on eLearn)	<b>5</b>
Topic 9. Marketing price strategies	<b>2/2</b>			<b>5</b>
Topic 10. Strategies of price adaptation	<b>2/2</b>			<b>5</b>
Topic 11. Pricing strategies considering competition, profit and degree of price flexibility	<b>2/2</b>			<b>5</b>
Topic 12. Pricing methods: cost methods and demand-oriented methods	<b>2/2</b>			<b>5</b>
Topic 13. Pricing methods: taking into account competition, product range, geographical factor, typical conditions	<b>2/2</b>			<b>5</b>
Topic 14. Stimulation of sales in the process of price policy implementation	<b>2/2</b>			<b>5</b>
Topic 15. Causes and consequences of price changes	<b>2/2</b>			<b>5</b>
Total for educational work of the module 2				<b>70</b>
Module test 2				<b>30</b>
Total for module 2				<b>100</b>
<b>Total for the semester</b>				<b>70</b>
<b>Final exam</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>

## ASSESSMENT POLICY

<b><i>Policy regarding deadlines and resits:</i></b>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<b><i>Academic honesty policy:</i></b>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<b><i>Attendance policy:</i></b>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

## SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

<b>Student rating, points</b>	<b>National grade based on exam results</b>	
	<b>exams</b>	<b>credits</b>
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

## RECOMMENDED SOURCES OF INFORMATION

### Methodological support

1. Барилевич О.М. Маркетингова цінова політика: методичні вказівки до вивчення курсу для студентів спеціальності 075 «Маркетинг» К: Компринт, 2021. 178 с.

### Recommended literature

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., Чукурна О.П. Маркетингова цінова політика: навч. посіб. К. : ЦУЛ, 2020. 284 с.

### Information resources:

1. Law of Ukraine "On Prices and Pricing" dated June 21, 2012 No. 5007-VI: website. URL: <https://zakon.rada.gov.ua/laws/show/5007-17#Text>.
2. Law, Code "Tax Code of Ukraine" dated 02.12.2010 No. 2755-VI: website. URL: <https://zakon.rada.gov.ua/laws/show/2755-17#Text>
3. Journal of Revenue and Pricing Management: Website. URL: <https://www.palgrave.com/gp/journal/41272>
4. PPC - Professional Pricing Society: website. URL: <https://publications.pricingsociety.com/>
5. National Library of Ukraine named after Vernadsky: website. URL: [www.nbuv.gov.ua](http://www.nbuv.gov.ua)
6. Ukrainian Marketing Association: website. URL: <http://uam.in.ua>