



SYLLABUS OF DISCIPLINE

«Marketing pricing»

Degree of higher education - Bachelor

Specialty 075 Marketing

Educational program " Marketing "

Year of study 2021 – 2022, semester 5

Form of study Full-time

Number of ECTS credits 4

The language of instruction is English

Course lecturer
Lecturer contact and
information (e-mail)

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Course page in B eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=1299>

DESCRIPTION OF THE COURSE

(up to 1000 printed characters)

Tasks, goals and description of classes: a) to acquaint students with the peculiarities of price formation using the elements and tools of marketing, the calculation of costs for marketing activities ; b) calculation of prices for consumer and industrial goods, analysis of pricing methods, cost formation of goods and services, types of costs for production and sales, formation of costs for marketing activities and their calculation, formation of enterprise pricing policy, price formation at different stages of product life cycle , development and implementation of marketing pricing strategies; c) formation of skills and abilities to develop, form and improve marketing pricing, use of pricing policy and pricing strategies in the activities of domestic enterprises.

COURSE STRUCTURE

Topic	Hours (lectures / laboratory, practical, seminar)	Learning outcomes	Task	Evaluation
5 semester				
Module 1 / Module 2				
Topic 1. Theoretical foundations of price	2/2	Knowledge - to know and understand: 1) features of the calculation of prices for consumer and industrial goods ; 2) methods of calculating prices; 3) types of pricing policies of modern enterprises; Skills - will be able to: 4) develop a pricing policy and strategy ; 5) to form a calculation for goods and services ; 6) calculate the price ; 7) offer and calculate the possibility of using	Delivery of practical work, solution ' ya zuvannyaza dach . Writing tests, preparing presentation s of speeches. The solution ' Li	Written exam (effects: 1,2,3,4 , 11), evaluation of lectures during classes (effects: 2,3,4,5,6, 7,8,9,10)
Topic 2. Fundamentals and pricing of goods and services	4/4			
Topic 3. Price formation and its structural elements	4/4			
Topic 4. Wipe and thou production as the basis of pricing	4/4			
Topic 5. Pricing policy of the enterprise in the commodity market	4/4			
Topic 6. Pricing on the Internet	2/2			
Topic 7. Pricing in the field of services	2/2			
Topic 8. Discounts in the	4/4			

system of marketing pricing		discounts by enterprises ;	abilities	
Topic 9. Pricing in the world market	4/4	8) to analyze the pricing policy and pricing process; 9) calculate transport tariffs, transportation tariffs; 10) to form a pricing policy in the international market; Competencies - will be ready: 11) to solve specialized problems and practical problems in the field of marketing pricing . 8)	case studies and problems. Doing independent work (including in elearn)/	
	30/30			
In just 1 semester				70
Examination				30
Total for the course				100

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
<i>Academic Integrity Policy:</i>	Write-offs during tests and exams are prohibited (including the use of mobile devices). Course papers, abstracts must have correct text references to the literature used
<i>Visiting policy:</i>	Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually (in online form in consultation with the dean of the faculty)

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	The assessment is national for the results of examinations	
	exams	offsets
90-100	perfectly	credited
74-89	okay	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited