



COURSE SYLLABUS

«Marketing price policy (module 1)»

Degree of higher education - Bachelor

Specialty 075 Marketing

Educational program " Marketing "

Year of study 3, semester 6

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=4730>

COURSE DESCRIPTION

(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.

Competencies of the educational programme:

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

General competences (GC):

GC 3 Ability to abstract thinking, analysis, synthesis.

GC 4 Ability to apply knowledge in practical situations

GC 8 Skills of using information and communication technologies.

GC 10. Ability to conduct research at the appropriate level.

GC 11. Ability to adapt and act in a new situation.

GC 12. The ability to generate new ideas (creativity).

Professional (special) competences (PC):

PK 2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment.

PK 3. The ability to determine the prospects for the organization's development.

PK 5. The ability to manage the organization and its divisions through the implementation of management functions.

PC 11. Ability to create and organize effective communications in the management process.

PK15. Ability to develop and demonstrate leadership qualities and behavioral skills.

Program learning outcomes (PLO) of the educational programme:

PLO 6. Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to justify management decisions

PLO 11. Demonstrate the skills of situation analysis and communication in various areas of the organization.

PLO 20. The ability to solve complex, unpredictable tasks and problems in specialized areas of professional activity (agrarian sphere).

PLO 21. Demonstrate the ability to use information and communication technologies to search, process, analyze and use information from various sources.

PLO 22. Create intra-economic control, analysis of economic activity, conduct audits and perform management accounting.

PLO 23. Demonstrate the ability to develop and execute projects, identify sources of funding, and organize project management.

PLO 26. To carry out a study of the international business environment and to determine the peculiarities of the enterprise's entry into foreign markets.

COURSE STRUCTURE

Topic	Hours (lecture/laboratory, practical, seminar)	Learning outcomes	Tasks	Assessment		
6 semester						
Content module 1						
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) form a calculation for goods and services ; 6) calculate the price ; 7) offer and calculate the possibility of using discounts by enterprises ; 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.	Delivery of practical work, solution ' ya zuvannyaza dach . Writing tests, made presentations of speeches. The solution abilities case studies and problems. Doing independent work (including in e-learn).	20		
Topic 2. Fundamentals and pricing of goods and services	4/4			20		
Topic 3. Price formation and it's structural elements	4/4			20		
Topic 4. Wipe and thou production as the basis of pricing	4/4			10		
Test 1				30		
Total for content module 1				100		
Content module 2						
Topic 5. Pricing policy of the enterprise in the commodity market	4/4			20		
Topic 6. Pricing on the Internet	2/2			10		
Topic 7. Pricing in the field of services	2/2			25		
Topic 8. Discounts in the system of marketing pricing	4/4	5				
Topic 9. Pricing in the world market	4/4	10				
Test 2		30				
Total for content module 2		100				
Education work for course				70		
Control test (Exam)			30			
Total for the course				100		

EVALUATION POLICY

<i>Policy regarding deadlines and resuts:</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 honesty 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>Attendance 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)

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

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

RECOMMENDED SOURCES OF INFORMATION

1. Nahorna Olena. Methodical instructions for studying the discipline " Marketing pricing " for full-time and part-time students speciality 075 "Marketing" . - K.: Comprint< 2020. -75 p.
2. Marketing price policy: study guide / by general ed. Ya. S. Larina and O. M. Barylovich - 2nd ed., revised. and additional - Kh.: Disa plus, 2016. - 280 p.
3. Marketing price policy: teaching. manual recommended by the Ministry of Education and Culture of Ukraine/ Lytvynenko Ya. V. — K., 2010. — 294 p.
4. V. L. Korinev, M. Kh. Koretsky, O. I. Datsii. Marketing price policy. - K.: Center for Educational Literature, 2021. - 200 p.
5. Oklander M. A. Marketing price policy: education. manual /M. A. Oklander, O. P. Chukurna – K.: Center of Educational Literature, 2020. – 284 p.