



SYLLABUS OF DISCIPLINE
" Marketing pricing policy (module 2) "

Degree of higher education - Bachelor
Specialty 075 "Marketing"
Educational program " Marketing "
Year of study 4, semester 7
Form of study full-time (full-time, part-time)
Number of ECTS credits 5
Language of instruction English (Ukrainian, English, German)

Course lecturer

PhD, Associate Professor of Marketing and International Trade

**Lecturer contact
information (e - mail)**

Department

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Course page in eLearn

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

DESCRIPTION OF THE DISCIPLINE

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.

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.

COURSE STRUCTURE

Topic	Years (lectures / laboratory, practical, seminar)	Learning outcomes	Task	Evaluation
7 semester				
Module 1				
<i>PREREQUISITES FOR THE FORMATION OF MARKETING PRICING POLICY OF THE ENTERPRISE</i>				
Topic 1. Pricing policy of the enterprise in modern market conditions	2/2	Understand the essence and role of pricing policy in the modern economy. Distinguish between types of pricing policy	Performing practical, independent work (including elearn), preparation of the presentation. Writing tests, essays .	13
Topic 2. Price as a tool of marketing pricing policy	2/2 _	Understand the mechanism of price influence on sales. Analyze the elasticity of demand for goods. Take into account the psychological perception of price.	Performing practical, independent work (including elearn), preparation of the presentation. Writing tests, essays .	13
Topic 3. The role of price in competition	2/2 _	Understand the essence of the concept of "price competition". Take into account competitive reactions to price changes. Use price differentiation in pricing policy.	Performing practical, independent work (including elearn), preparation of the presentation. Writing tests, essays .	13
Topic 4. Factors influencing the formation of pricing policy	4/4 _	Analyze the factors that cause lower and higher prices. Take into account the factors that affect the price sensitivity of consumers.	Performing practical, independent work (including elearn), preparation of the presentation. Performing individual work Writing tests, essays .	18
Topic 5. Marketing research in the process of forming pricing policy	4/4	Analyze indicators of market conditions and price dynamics. Use the principles and methods of studying the sensitivity of buyers to price levels	Performing practical, independent work (including elearn), preparation of the presentation. Writing tests, essays .	13
In total for educational work 1 module				70

Module test 1				30
Only for 1 module				100
Module 2				
<i>METHODICAL APPROACHES TO THE FORMATION OF THE MARKETING PRICE POLICY OF THE ENTERPRISE</i>				
Topic 6. Features of the pricing policy of the enterprise in the commodity market	2/2	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	Performing practical, independent work (including elearn) , preparation of the presentation. Writing tests, essays .	thirteen
Topic 7. Marketing pricing strategies	4/4	Be guided by the types of pricing strategies. Carry out evaluation and selection of pricing strategy by the enterprise	Performing practical, independent work (including elearn) , preparation of the presentation. Preparation of individual work. Writing tests, essays .	18
Topic 8. Decision-making procedure for the formation of pricing policy of the enterprise	4/4	Know the principles of pricing policy of the enterprise. Use the methodology of developing the company's pricing policy.	Performing practical, independent work (including elearn) , preparation of the presentation. Writing tests, essays .	13
Topic 9. Price adjustments	4/4	Understand the reasons for the change in prices set by the company. Know the algorithm of actions of the enterprise during price changes.	Performing practical, independent work (including elearn) , preparation of the presentation. Writing tests, essays .	13
Topic 10. Pricing policy of brands	2/2	Understand the role of price in branded asset management strategy. Know the methods and principles of forming the pricing policy of brands	Performing practical, independent work (including elearn) , preparation of the presentation. Writing tests, essays .	13
In total for educational work 2 modules				70
Module test 2				30
Only for 2 modules				100
Total for the semester				70
Examination				30
Total for the course				100

EVALUATION POLICY

<i>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 with the use of mobile devices). Course papers, abstracts must have correct textual 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 higher education seekers, points	National assessment for the results of examinations	
	exams	offsets
90-100	perfectly	credited
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited