

## MARKETING AND PRICING

### **COURSE SYLLABUS ABSTRACT of higher education institution**

**Speciality** 1-25 01 07 – Enterprise Economy and Management

	<b>Форма получения высшего образования</b>	
	full-time	part-time
Year	4	2
Semester	7	4
Lectures, hours	34	4
Practical classes (seminars), hours	16	4
Pass/fail, semester	7	9
Contact hours	50	8
Independent study, hours	40	82
Total course duration in hours / credit units	90/2,5	90/2,5

**1. Course outline:** Marketing concept Marketing opportunities. Behavior of buyers and consumers. Commodity policy. Promotion of goods Distribution of goods. Direct marketing. Pricing policy. Marketing management Price, pricing, pricing policy. Pricing in the enterprise economy. Pricing methods and strategies. State regulation of pricing. Features of pricing in certain sectors of the economy Pricing in foreign trade activities of the enterprise.

**2. Course learning outcomes:** upon completion of the course, students will be expected to

**know:** basic concepts and objectives of marketing; methodology for establishing marketing capabilities of an organization (enterprise); pricing features and methods for setting the price of goods; mechanism for developing and implementing marketing strategies; **be able to:** analyze the marketing environment; conduct segmentation of the external market, determine the target market and establish a way to enter it; manage prices; develop marketing strategies; use modern information technologies in marketing management; **possess:** knowledge that allows you to form product and price policy in target markets; methods of marketing research; tools of communication policy and distribution policy; functions of marketing management; methods of evaluating the effectiveness of marketing activities.

**3. Competencies:** possess an interdisciplinary approach to solving problems (AC-6), have the ability to interpersonal communication (SPC-3), be able to work in a team (SPC-6), analyze the market situation and forecast demand using mathematical and software tools (PC-1), develop a marketing strategy (market identification and segmentation, selection of target segments, positioning and development of a marketing mix) (PC-2), plan the nomenclature and assortment of products, manage the trademark (brand) in order to increase sales (PC-3), carry out search engine promotion of the website, including work with link exchanges, SEO-copywriting and rewriting, adding sites to thematic catalogs, cooperation with partner resources, monitoring changes in search engine algorithms (PC-9), manage the structure and content of the website, analyze and optimize the usefulness, comfort and clarity (usability) of the website for the user, set technical tasks for designers and developers, monitor their implementation (PC-11), determine the competitiveness of goods, services, works and the organization (enterprise) as a whole (PC-17), be able to make informed decisions in the face of business uncertainty (PC-23)

#### **4. Requirements and forms of midcourse evaluation and summative assessment**

Intermediate certification: protection of practical work, intermediate control of academic performance.  
Current certification: pass/fail.