

PRICE POLICY
COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	Full-time	Part-time	Part-time (shortened program)
Year	3	3	3
Semester	6	6	5
Lectures, hours	34	8	6
Practical classes (seminars), hours	16	4	4
Exam, semester	6	6	5
Contact hours	50	14	12
In-class test, (semester, hours)	-	6/2	5/2
Independent work, hours	84	120	122
Total course duration in hours / credit units	134 / 3,5	134 / 3,5	134 / 3,5

1. Brief content of the academic discipline: Theoretical foundations of price and pricing. Fundamentals of pricing policy formation. Fundamentals of pricing strategy formation. Fundamentals of formation of price tactics.

2. Learning outcomes: the student must know: organization's pricing policy tools; dynamic approach to the pricing process, taking into account the changing phases of market development and the most sold product;

be able to: analyze the market situation in order to develop a pricing policy; determine demand and elasticity of demand; analyze competitor prices; economically justify and form prices using various pricing methods; develop effective pricing strategies; economically justify the system of discounts at the enterprise;

own: software and tools for calculating and optimizing prices for products or services.

3. Competences to be formed: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be proficient in systemic and comparative analysis (AC-2), have research skills (AC-3), be able to work independently (AC-4), to be able to generate new ideas (be creative) (AC-5), to be proficient in interdisciplinary approach to solving problems (AC-6), to have oral and written communication skills (AK-8); to be able to learn, improve their skills throughout their lives (AC 9), to use the basic laws of natural sciences in their professional activities (AC-10), to navigate the basic provisions of economic theory, apply them taking into account the market economy (AC-13); to organize their work on a scientific basis, independently evaluate the results of their activities (AC-14), possess the qualities of citizenship (SLC-1), be capable of social interaction (SLC-2), be able to interpersonal communications (SLC-3), be capable of criticism and self-criticism (SLC-5), be able to work in a team (SLC-6), (PC-1) to analyze the market situation and forecast demand using mathematical and software tools; (PC-2) develop a marketing strategy (definition of the market and its segmentation, selection of target segments, positioning and development of a marketing mix); (PC-3) plan the range and range of products, manage a trademark (brand) in order to increase sales. (PC-4) to develop pricing strategies, price forms and models, discount policy.

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Intermediate certification: quiz. Current certification: exam.