

PRICE POLICY

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	2	2
Semester	4	4
Lectures, hours	34	6
Practical classes (seminars), hours	16	4
In-class test (semester, hours)	-	4(2 hours)
Exam, semester	4	4
Contact hours	50	12
Independent study, hours	58	96
Total course duration in hours / credit units	108/3	

1. Course outline: Price as an economic category. Market pricing: conditions, factors and features. Pricing policy: essence and content. Demand as a pricing factor. Costs and their role in price formation. Pricing methods. Value as a price formation factor. Pricing strategy: essence, classification, development stages. Justification of the type of pricing strategy. Current price change in market conditions. Discounts and their economic justification. Quantitative and qualitative analysis of current price changes in market conditions.

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

- 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;
- possess: methods for calculating and optimizing prices for products or services.

3. Competencies

BPC-19. develop an effective pricing policy to achieve the commercial and other goals of the organization.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-rating system is used. Intermediate certification: assessment of work in practical classes, abstracts. Current certification: exam.