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INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL OF BUSINESS



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Course Name 

 Marketing price formation

Lecturer (s) 

 Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration

Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin>

Consultations

online consulting



offline consulting

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Discipline page 

 <https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control

test

def. test

exam



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1 Brief discipline annotation

The Marketing price formation discipline is an integral part of the marketing training program. This course is relevant due to the need to develop a system of theoretical knowledge of the development and implementation of marketing pricing policy, coverage of pricing issues for new and traditional goods and services produced and provided by enterprises. The discipline will help students to develop a holistic system of competencies for the efficient development, implementation and realization of effective marketing solutions at national enterprises.

2 Background for studying discipline

The background for studying the Marketing price formation discipline: relations between subjects of economic activity in the process of marketing activities, the study of marketing pricing policy. The Marketing price formation discipline is based on the knowledge of the following disciplines: Marketing, Marketing of an industrial enterprise, Marketing commodity policy, Marketing of services, Consumer behavior, etc.

3 Goal and objectives of the discipline

The goal of the Marketing price formation discipline is to provide students with theoretical knowledge and practical skills required for deep understanding of the system of marketing price formation in market conditions.

Key objectives of the discipline:

- to learn the main theories of price formation;
- methodological foundations of price formation;
- particularities of price formation depending on the types of markets, including the world market;
- the role of the state in the process of price formation and particularities of price formation on the market of consumer goods and services.
- to acquire skills and abilities to use methods of work in this area, orientation in specific practical situations.

4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.

5 ECTS credits

4 ECTS credits / 120 academic hours



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6

Course Content

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i. w.		1	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Basic concepts of marketing price formation.												
Topic 1. Theoretical foundations of price	11	4	2	-	-	5	11	2	-	-	-	9
Topic 2. Basic theories of price formation	16	4	2	--	-	10	15	-	-	-	-	15
Topic 3. Types, structure and functions of price	22	4	2	-	-	16	19	-	2	-	-	17
Topic 4: Production expenses as the basis for price formation	16	4	2	-	-	10	13	-	-	-	-	13
Total per content section 1	64	16	8	-	-	41	58	2	2	-	-	54
Content section 2. Features of the pricing policy of the enterprise and the state.												
Topic 5. Pricing policy of an enterprise on the commodity market	11	4	2	-	-	5	11	-	2	-	-	9
Topic 6. Government regulation of prices	16	4	2	-	-	10	21	2	-	-	-	19
Topic 7. Price formation on the market of goods and services	12	4	2	-	-	6	10	-	-	-	-	10
Topic 8. Price formation on the global market.	16	4	2	-	-	10	20	2	-	-	-	18
Total per content section 2	56	16	8	-	-	31	62	4	2	-	-	56
Total hours	120	32	16	-	-	72	120	6	4	-	-	110



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7

List of selective tasks

Theoretical foundations of price
Basic theories of price formation
Types, structure and functions of price
Production expenses as the basis for price formation
Pricing policy of an enterprise on the commodity market
Government regulation of prices
Price formation on the market of goods and services
Price formation on the global market

8

List of selective tasks

1. The place of price formation in the context of marketing.
2. The concept of price formation in works of well-known economists.
4. Structure of the price mechanism.
5. Formation of prices adequate to the market economy.
6. Price formation on different types of the market and phases of life cycle of goods.
7. Price formation when choosing different types of pricing policy.
8. Psychology of price perception.
9. Interrelation and interdependence of different types of prices.
10. Features typical of the market system of prices.
11. Reasons for changes in views on the role of price competition at different historical stages.
12. The system of price formation factors.
13. Factors determining the price sensitivity of consumers.
14. The level of monetary income of consumers as a factor of price formation.
15. Classification of pricing factors contributing to price changes.
16. Setting the price for a fundamentally new product.
17. Setting the price for a product new for the company.
18. The strategy for taking the cream off.
19. Strategy of market penetration.
20. Psychological price formation.
21. Price leadership strategy.
22. Prestigious price strategy.
23. Pricing strategies on the established market.

9

Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training
1 semester	5th semester	available	3rd year	Professional training



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10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>



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14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Koriniev V.L. Marketing pricing policy / V.L. Koriniev, M.K. Koretskyi, O.I. Datsii. – Kyiv: Center for educational literature, 2021. – 200 p.
2. Price formation in market conditions: study guide / Y.I. Litvinov, L.A. Ostankova, T.M. Litvinova, O.V. Pidhorna. – Kyiv: Center for educational literature, 2019. – 400 p.
3. Burlitska O.P. Reference lecture notes on the Marketing price formation discipline in the Bachelor's educational and professional program, knowledge area: 07 Management and Administration, specialty: 075 Marketing / O.P. Burlitska. – Ternopil: Ternopil Ivan Puluj National Technical University, 2019. – 43 p.
4. Mazur O.Y. Market price formation: study guide / O.Y. Mazur. – Kyiv: Center for educational literature, 2012. – 480 p.
5. Makarenko N.O. Marketing price formation. Theoretical foundations: study guide / N.O. Makarenko, M.O. Lyshenko. – Buryń: Buryń District Printing House, 2020. – 129 p.
6. Oklander M.A. Marketing pricing policy: study guide / M.A. Oklander, O.P. Chukurna. – Kyiv: Center for educational literature, 2020 – 284 p.
7. Senyshyn O.S. Marketing: study guide / O.S. Senyshyn, O.V. Kryveshko. – Lviv: Ivan Franko National University of Lviv, 2020. – 347 p.
8. Khomyn I. Price formation: theory and practice / I. Khomyn // Galician economic journal. - 2019. – No. 3 (58). – P. 34-47.
9. Kotler P. Marketing Management / P. Kotler. – Harlow: Pearson Education, 2019. – 802 p.

Additional literature:

1. Law of Ukraine "On Prices and Pricing" dd. December 3, 1990, No. 507-XII.
2. Babur L.H. Prices and pricing: study guide / L.H. Babur, O.H. Lialiuk. – Vinnytsia: VNTU, 2004 – 119 p.
3. Balabanova L.V. Marketing / L.V. Balabanova – K.: Znannia-Press, 2004. – 564 p.
4. Prices and price formation: Educational situational tasks for the course for students in all specialties / V.S. Pinishko – L., 2004.
5. Shkvarchuk L.O. Prices and price formation: Study guide. – K.: Condor, 2005.
6. Shpychak O.M. Price and price formation for agri-food products: study guide / O.M. Shpychak, S.A. Stasinevych, O.V. Bodnar. – K.: National Scientific Centre "Institute of Agrarian Economics", 2008. – 238 p.
7. Pererva P.H. Marketing price formation and its impact on the quality and competitiveness of products / P.H. Pererva // Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (economic sciences): collection of scientific papers. – Kharkiv: NTU "KhPI", 2017. - No. 46 (1267). – P. 18-23.
8. Prytychenko T.I. Psychological methods of marketing price formation and their impact on consumer behavior / T.I. Prytychenko, I.S. Liakh // Business Inform. – 2018. – No. 5. – P. 522-528.
9. Slobodian N.H. Price formation and cost management at food industry enterprises / N.H. Slobodian, O.V. Saukhina // Economic analysis. – 2018. – Vol. 28 (2). – P. 176-181.

INFORMATION RESOURCES:

1. Official websites, Internet, legislative and regulatory acts, periodical publications (specialized journals: Marketing in Ukraine etc.), statistical data.



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16

Tips on successful study during the course

If you want to succeed in this discipline, you should be:

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

See you at classes!