

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Pricing Policy			
2.	Code	MKT 350			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 (summer semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Daniela Bojadjieva, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ol style="list-style-type: none"> 1. Apply the principles of strategic pricing 2. Determine and analyze the factors of pricing policy and their influence over price changes 3. Apply the classic and modern methods for pricing and price calculations 4. Apply different strategic pricing approaches and price tactics 5. Have active role in the decision-making process regarding the designing and implementation of strategy and pricing policy in order to increase firm's competitive advantage at the market. 				
11.	Course content: <ol style="list-style-type: none"> 1. Introduction to pricing policy 2. Principles of strategic pricing 3. Factors of pricing policy 4. Profit sensitivity analysis 5. Methodological aspects of designing the pricing policy 6. Methods for setting the prices 7. Managing price promotions 8. Discount management 9. Price segmentation classifications 10. Pricing for new products 11. Establishing price structures 12. Product life cycle pricing 13. Pricing policy in different market structures (competition and pricing) 14. Ethics and the law: Understanding the constraints on pricing 				
12.	Learning methods: Interactive lectures with presentations, project assignments - presentations of examples from practice, consultative teaching				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90 = 225 classes			
15.	Types of teaching activates	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Project tasks	30 classes	
		16.2.	Independent tasks	15 classes	
		16.3	Home study	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)			60%

	17.2.	Project tasks	30 %			
	17.3.	Attendance and class participations	10 %			
18.	Grading scale	less than 50 points	5 (five) (F)			
		from 51 to 60 points	6 (six) (E)			
		from 61 to 70 points	7 (seven) (D)			
		from 71 to 80 points	8 (eight) (C)			
		from 81 to 90 points	9 (nine) (B)			
		from 91 to 100 points	10 (ten) (A)			
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16				
20.	Language	Macedonian				
21.	Evaluation method	Internal evaluation and survey				
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Олга Градишка Теменугова	Маркетинг политика цени	Економски факултет- Скопје,	2015
		2.	Tim J. Smith	Pricing Strategy: Settings price levels, Managing price discounts and Establishing Price Structure	South-Western Cengage Learning	2012
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Thomas T. Nagle, John E. Hogan and Joseph Zale	The strategy and tactics of pricing - A guide to growing more profitably, 5th edition	Prentice Hall Marketing Series	2011
2.		Reed K. Holden and Mark R. Burton	Pricing with confidence	John Wiley & Sons, Inc.	2008	
	3.	Бошко Јаќоски и Снежана Р. Јовановска	Маркетинг политика на цени(второ издание)	Европски универзитет, Скопје	2010	