

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Pricing Strategy			
2.	Code	MKT 5410			
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)	Second cycle			
6.	Academic year / semester	2022-2023 (Summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Daniela Bojadjeva, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ol style="list-style-type: none"> 1. Understand and apply the basic principles of strategic pricing 2. Analyze determinates of designing of pricing policy and its implementation 3. Apply modern methods for setting the prices 4. Apply quantitative methods for price management 5. Develop of effective and competitive price strategies 6. Understand and apply specific pricing instruments 				
11.	Course content: <ol style="list-style-type: none"> 1. Modern trends in price management and their relevance for firms' competitive advantages and its profitability 2. Principles of strategic pricing 3. Demand elasticity and profit sensitivity analysis 4. Psychological influences on price sensitivity, customers' perceptions, and prospect theory 5. Methods for setting the prices 6. Price management (price segmentations, price promotions and discount management) 7. Establishing price structures 8. Applying game theory for developing pricing policy in competitive environment 9. Building firm's competitive advantage through development of effective pricing strategies 10. Understanding the constraints on pricing policies 11. Developing of effective system for price management in the company 				
12.	Learning methods: Interactive lectures with presentations, project assignments - presentations of examples from practice, consultative teaching				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90= 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Project tasks	40 classes	
		16.2.	Independent tasks	10 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 points	
	17.2.	Project tasks		30 points	

	17.3.	Attendance and class participations	10 points			
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.	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.	Julie M. Meehan, Michael G. Simonetto, Larry Montan, Jr and Christopher A. Goodin	Pricing and Profitability Management – A practical Guide for Business Leaders	Wiley, John Wiley & Sons, Inc.	2011
		Additional literature				
		No.	Author	Title	Publisher	Year
	22.2.	1.	Ernst-Jan Bouter	Pricing: The third business skill: Principles of Price Management	First Price B.V., The Netherlands	2013
		2.	Tim J. Smith	Pricing Strategy: Settings price levels, Managing price discounts and Establishing Price Structure	South-Western Cengage Learning	2012

		3.	Walter L. Baker Michael V. Marn Craig C. Zawada	The Price Advantage, Second Edition	Wiley, John Wiley & Sons, Inc.	2010
		4.	Олга Градишка Теменугова	Маркетинг политика цени	Економски факултет- Скопје,	2015