

<b>1. Course (module) name</b>		<b>2. Code</b>	
Pricing			
<b>3. Lecturer (s)</b>		<b>4. Division(s)</b>	
<b>5. Cycle of studies</b>	<b>6. Course (module) level</b>	<b>7. Course (module) type</b>	
First	Course is not divided into parts	Mandatory	
<b>8. Delivery form</b>	<b>9. Delivery period</b>	<b>10. Delivery language (s)</b>	
Full-time		English	
<b>11. Requirements for students</b>			
<b>Preliminary requirements:</b>		<b>Associated requirements (if any):</b>	
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<b>12. Scope of course (module) in ECTS credits</b>	<b>13. Full workload of a student (hours)</b>	<b>14. Contact work hours</b>	<b>15. Independent work hours</b>
6	160	40	120
<b>16. Course (module) purpose: competences developer by the course programme</b>			
The objective for the Pricing module is for the students to understand the main process of the Pricing and Pricing tools, strategies and techniques.			

Topics	Contact work hours and learning method							Time of independent studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. The concept of the pricing process and the three axes of pricing	2	-	1	-	-	-	3	10	Analysis of literature, case studies, practical tasks
2. Influence of engagement and purchase visibility on pricing decisions	4	-	2	-	-	-	6	10	Analysis of literature, case studies, practical tasks
3. Price differentiation according to value models	4	-	2	-	-	-	6	20	Analysis of literature, case studies, practical tasks
4. Willingness-to-pay and demand curves	4	-	2	-	-	-	6	20	Analysis of literature, case studies, practical tasks Discussion
5. Pricing strategies and techniques	4	-	2	-	-	-	6	20	Analysis of literature, case studies, practical tasks
6. Pricing research	4	-	-	-	-	-	4	20	Analysis of literature, case studies, practical tasks
7. Price perception	4	-	2	-	-	-	6	10	Analysis of literature, case studies, practical tasks
8. Price communication	2	-	1	-	-	-	3	10	Analysis of literature, case studies, practical tasks
<b>Total</b>	<b>28</b>	<b>-</b>	<b>12</b>	<b>0</b>	<b>-</b>	<b>-</b>	<b>40</b>	<b>120</b>	

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Group tasks / Cumulative score	45%	During the semester	Understanding of the coursework task briefs (20%), clear summary of the key policy objectives and how the example/proposed tasks might meet the objectives (30%), clear presentation of the group's conclusions (20%), evidence of the contributions of all group members (10%), ability to answer questions on the presentation from the examiner (20%). Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%
Examination	55%	During the semester	Evidence of understanding the subject through appropriate answers to the questions (50%), clear and concise answers (30%), depth of analysis (10%), logic

			(10%). Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%
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