

<b>1. Course (module) name</b>	<b>2. Code</b>
Pricing and Behavioral 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 and Behavioral Pricing module is for the students to understand the main process of the Pricing and Pricing tools, strategies and techniques.

<b>17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement</b>			
<b>Results (targets) of the course</b>	<b>Results of the course</b>	<b>Methods of studies</b>	<b>Evaluation methods of academic achievements</b>
Students have to gain the ability to create a reasonable pricing and behavioral pricing decisions for exact segments and clients, use appropriate resources to achieve marketing goals.	Understand Pricing and Behavioral Pricing concepts and models, techniques and strategies, be able to count and set a costs for the product.	Informative, via lectures	Tests, Examination
	Be able to identify possible segments of the market / industry / product and to create a needed product or create an added values, proposition with a reasonable proce.	Informative, via lectures Creative, via group presentations	Tests, Examination, and Assessment of group and individual presentations
	Be able to measure Pricing and Behavioral Pricing strategies.	Informative, via lectures Creative, via Pricing and Behavioral Pricing project for the client.	Tests, Examination, and Assessment of group and individual presentations

<b>18. Strategy and criteria of student assessment</b>			
<b>Assessment method</b>	<b>Per cent</b>	<b>Delivery time</b>	<b>Evaluation criteria</b>
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%

			<p>Good – 60-70%</p> <p>Adequate – 40-59%</p> <p>Inadequate – under 40%</p>
Examination	55%	During the semester	<p>Evidence of understanding the subject through appropriate answers to the questions (50%), clear and concise answers (30%), depth of analysis (10%), logic (10%).</p> <p>Excellent – above 70%</p> <p>Good – 60-70%</p> <p>Adequate – 40-59%</p> <p>Inadequate – under 40%</p>