

Basic information about the subject (independent of the cycle)

WINTER SEMESTER

Module name	Price management – marketing aspects
Erasmus code	
ISCED code	
Language of instruction	English
Website	
Prerequisites	basic knowledge of general marketing
ECTS points hour equivalents	<p>Contact hours (work with an academic teacher) 15</p> <p>Total number of hours with an academic teacher: 15</p> <p>Number of ECTS points with an academic teacher: 2</p> <p>Non-contact hours (students' own work): 15</p> <p>Total number of non-contact hours: 15</p> <p>Number of ECTS points for non-contact hours: 1</p> <p>Total number of ECTS points for the module: 3</p>
Educational outcomes verification methods	Written exam (test)
Description	The module covers the knowledge in price as a marketing tool. The main objective of the course is to familiarize students with the role of this marketing instrument in the marketing strategy and the connections between price and non-price elements. Special attention will be put to the importance of price perception and price positioning.
Reading list	<p>1. H. Simon, M. Fassnacht (2019), <i>Price Management. Strategy, Analysis, Decision, Implementation</i>, Springer.</p> <p>2. T.T Nagle, G. Müller (2011), <i>The Strategy and Tactics of Pricing: A guide to growing more profitably</i>, Routledge 2011.</p> <p>3. T.J. Smith (2012), <i>Pricing strategy</i>, CENGAGE Learning, Mason.</p>
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. about the essence of price as a marketing tool 2. about the essence of price differentiation 3. about the importance of price perception <p>SKILLS</p> <ol style="list-style-type: none"> 1. to understand the role of price in marketing strategy 2. to identify and understand potential forms of price differentiation 3. to interpret the value map <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. student is aware of the complexity of the price communication process 2. student is sensitive to the market's manifestations of price communication and price perceptions
Practice	

Information about classes in the cycle

Website	
Educational outcomes verification methods	Written exam, discussion
Comments	
Reading list	<ol style="list-style-type: none"> 1. H. Simon, M. Fassnacht (2019), <i>Price Management. Strategy, Analysis, Decision, Implementation</i>, Springer. 2. T.T Nagle, G. Müller (2011), <i>The Strategy and Tactics of Pricing: A guide to growing more profitably</i>, Routledge 2011 (6th edition). 3. T.J. Smith (2012), <i>Pricing strategy</i>, CENGAGE Learning, Mason.
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. about the essence of price as a marketing tool 2. about the essence of price differentiation 3. about the importance of price perception <p>SKILLS</p> <ol style="list-style-type: none"> 1. to understand the role of price in marketing strategy 2. to identify and understand potential forms of price differentiation 3. to interpret the value map <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. student is aware of the complexity of the price communication process 2. student is sensitive to the market's manifestations of price communication and its perceptions
A list of topics	<ol style="list-style-type: none"> 1. Commodity trap 2. Market segmentation focused on price 3. Channel-based price differentiation as an example of price differentiation 4. Price positioning – value map, skim pricing vs. penetration pricing 5. Zero price as a special price 6. Participative pricing mechanism – PWYW and NYOP
Teaching methods	Informative lecture
Assessment methods	Attendance, written exam (true/false, open questions)