

Title Price management	Code 1011102331011140912
Field Management	Year / Semester 2 / 3
Specialty Marketing and Enterprise Resources Management	Course elective
Hours Lectures: 1 Classes: 15 Laboratory: - Projects / seminars: -	Number of credits 3
	Language polish

Lecturer:

-prof. dr hab. inż. Władysław Mantura
Katedra Marketingu i Sterowania Ekonomicznego
ul. Strzelecka 11
60-965 Poznań
tel. 061 665 34 04
e-mail: wladyslaw.mantura@put.poznan.pl

Faculty:

Faculty of Engineering Management
ul. Strzelecka 11
60-965 Poznań
tel. (61) 665-33-74, fax.
e-mail: office_fem@put.poznan.pl

Status of the course in the study program:

--Elective course for second degree full-time studies, Field: Management

Assumptions and objectives of the course:

--The aim of the course is to acquire knowledge and skills in issues relating to pricing of products in the enterprise

Contents of the course (course description):

--The essence and the basic functions of price in the mechanism of market regulation. Pricing as a function of marketing. Conditions and price management problems. Pricing strategies. Price-setting factors. Methods for determining selling price. Differentiation and changes in selling price.

Introductory courses and the required pre-knowledge:

--Basic knowledge of economics, marketing, accounting and management sciences.

Courses form and teaching methods:

--Lecture and exercises and case studies task.

Form and terms of complete the course - requirements and assessment methods:

--Examination of the lectures. Colloquium of a class exercise.

Basic Bibliography:

Additional Bibliography: