

Title <b>Pricing strategies of enterprises</b>	Code <b>1011102331011140913</b>
Field <b>Management</b>	Year / Semester <b>2 / 3</b>
Specialty <b>Marketing and Enterprise Resources Management</b>	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: <b>15</b> Laboratory: -    Projects / seminars: -	Number of credits <b>3</b>
	Language -

**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 related to pricing strategies 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. The issue of price management as a function of marketing. Determinants of pricing strategies. The strategy of high prices. Neutral pricing strategy. Low-price strategy. Price leadership strategy. The strategy of collecting cream. Penetration strategy. Price-quality strategies.

**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:**