



Меѓународен Универзитет Визион - International Vision University  
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

Adres: Ul. Major C. Filiposki No.1, Gostivar – Makedonya  
 tel: +389 42 222 325, [www.vizyon.edu.mk](http://www.vizyon.edu.mk), [info@vizyon.edu.mk](mailto:info@vizyon.edu.mk)

### SYLLABUS

COURSE NAME	COURSE CODE	SEMESTER	COURSE LOAD	ECTS
MARKETING PRINCING POLICY	2027	5	180	6

<b>Prerequisite(s)</b>	None
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<b>Course Language</b>	Turkish
<b>Course Type</b>	Elective
<b>Course Level</b>	First Cycle
<b>Course Lecturer</b>	
<b>Course Assistants</b>	
<b>Classroom</b>	
<b>Extra Curricular Office Hours and Location</b>	<b>Meeting:</b> <b>Consultancy:</b>

<b>Course Objectives</b>	The main objective of this course is to analyze the need of the research factors that are effecting to the the price of the product and to teach the students about the role of pricing policy in a modern market economy.
<b>Course Learning Outcomes</b>	In the end of this course students will be able: <ul style="list-style-type: none"> <li>• To make a price description, and to learn importance of the price decisions.</li> <li>• To understand the demand, competition, and to define the concept of cost.</li> <li>• To understand the methodological aspects of pricing policy.</li> <li>• To learn the pricing policy tools.</li> </ul>
<b>Course Contents</b>	The contents of this course are: Definition of prices, important decisions on pricing, pricing policy factors, demand, competition, indifference curve, methodological aspects of price policy, price policy, a commercial company.

## WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

<b>Week</b>	<b>Subjects</b>	<b>Related Preparation</b>
<b>1</b>	Defining price	Related Chapters of Course Sources
<b>2</b>	The effects of the decision on the date and price are important decisions on prices	Related Chapters of Course Sources
<b>3</b>	Demand (and some concepts of price movements in the value of understanding the theory of buyer indifference curve and price changes, the impact of price and demand elasticity)	Related Chapters of Course Sources
<b>4</b>	Price policy factors (price as a factor in pricing policy)	Related Chapters of Course Sources
<b>5</b>	Demand as a factor of price policy, pricing policy as a factor of economic policy	Related Chapters of Course Sources
<b>6</b>	Price factor measures of competition policy	Related Chapters of Course Sources
<b>7</b>	Mid-term Exam	Related Chapters of Course Sources
<b>8</b>	Methodological aspects of pricing policy	Related Chapters of Course Sources
<b>9</b>	Role in the formation of the cost of profitability table	Related Chapters of Course Sources
<b>10</b>	Pricing Policy Tools	Related Chapters of Course Sources
<b>11</b>	Flexibility in price policy and Reduced-Price Policy	Related Chapters of Course Sources
<b>12</b>	Features, pricing policies and pricing strategies	Related Chapters of Course Sources
<b>13</b>	The nature of the price for new products	Related Chapters of Course Sources
<b>14</b>	Policy Trade Company Price	Related Chapters of Course Sources
<b>15</b>	Final Exam	Related Chapters of Course Sources

## ECTS / WORKLOAD TABLE

Presentation / Seminar			
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Midterm Exam	1	12	12
Final examination	1	14	14
<b>Total Work Load</b>			
<b>ECTS</b>		<b>6</b>	

## GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

In order to be included, learn and achieve full success that you deserve in the courses you need to come well prepared by reading the basic and secondary textbooks. We are expecting from you carefully to obey to the course hours, not to interrupt the lessons unless is very indispensable, to be an active participant on the courses, easily to communicate with the other professor and classmates, and to be interactive by participating to the class discussions. In case of unethical behavior both in courses or on exams, will be acting in framework of the relevant regulations. The attendance of the students will be checked in the beginning, in the middle or at the end of the lessons. Throughout the semester the students who attend to all lectures will be given 15 activity-attendance points in addition to their exam grades.

## SOURCES

COMPULSORY LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Fiyatlandırma ve Gelir Optimizasyonu	Robert L. Phillips Çev: Ayhan Demiriz, Scala Yayıncılık, 2011
2	The Product Managers Handbook, Third Edition	Gorchels, L, McGraw-Hill, 2005
3	Маркетинг политика на цени, второ издание,	Јаковски,Б., Ристевска Јовановска,С, Економски факултет - Скопје, 2006

ADDITIONAL LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Fiyatlandırma Sırları	William Poundstone, Çev: Saadettin Konukseven, Mediacat Kitapları, 2016
2	The strategy and Tactics of pricing- A guide to growing more profitably, 4th ed	Thomas T. Nagle, John E. Hogan, Prentice Hall, 2006
3		

## **EVALUATION SYSTEM**

<b>Underlying the Assessment Studies</b>	<b>NUMBER</b>	<b>PERCENTAGE OF GRADE</b>
Attendance/Participation	15	%10
Project / Event	1	%20
Mid-Term Exam	1	%35
Final Exam	1	%35
<b>TOTAL</b>	<b>17</b>	<b>%100</b>

## **ETHICAL CODE OF THE UNIVERSITY**

In case of the students are cheating or attempt to cheat on exams, and in the case of not to reference the sources used in seminar studies, assignments, projects and presentations, in accordance to the legislations of the Ministry of Education and Science of Republic of Macedonia and International Vision University, will be applied the relevant disciplinary rules. International Vision University students are expected never to attempt to this kind of behavior.