



## Subject card

Subject name and code	Price Analysis and Pricing Strategy in the Enterprise, PG_00067805						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Statistics And Econometrics -> Faculty Of Management And Economics -> Wydział Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor						
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		5.0		50.0	100
Subject objectives	Describes the methods of price management in enterprises operating on differently organised markets						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U06] acquires specialized knowledge in the field of economic analytics, demonstrating the ability to effectively plan individual work and pursue lifelong learning.		acquires new knowledge necessary to analyse the company's situation in terms of prices and select an appropriate pricing strategy for it		[SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information		
	[K6_W03] is familiar with reliable sources of information and employs advanced knowledge to explain the fundamental dilemmas of the contemporary economy		identifies reliable sources of information for conducting price analyzes in variously organized markets		[SW1] Assessment of factual knowledge		
Subject contents	The role of price in the management of an enterprise operating on differently organised markets. Basic issues of static price management. Approximate and accurate monopoly price management procedures. Approximate and accurate price management procedures in an oligopoly. Prices and the company's strategy. Price differentiation (by market segment, product line, spatial and international). The specificity of price management in industries (vertical price management, price management in trade, in services). Special problems of price management (psychology, marketing mix, pricing errors). Retail pricing by cost and demand based methods. Modeling prices on energy, agricultural and other markets.						
Prerequisites and co-requisites	microeconomics basics of economic forecasting econometrics						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	test		60.0%		50.0%		
	assignment		60.0%		25.0%		
	price recommendation		0.0%		25.0%		

Recommended reading	Basic literature	Heamer, J.(2019). A practical Guide do Pricing. Frankfurt: Simon-Kucher. Rogoda, B.(2004). Polityka cenowa małych i średnich przedsiębiorstw, Kraków: Oficyna Ekonomiczna Simon, H. (1996). Zarządzanie cenami. Warszawa: PWN Waniowski, P. (2014). Marketingowe zarządzanie ceną w przedsiębiorstwie. Wrocław: Wydawnictwo UE we Wrocławiu. Waniowski, P. (2016). Strategia cenowa przedsiębiorstwa PKP Intercity na tle innych przewoźników kolejowych w Europie. Marketing i rynek, 3(44), 267-278 Zaród, J., Czynniki kształtujące ceny wybranych produktów rolno-żywnościowych. Zeszyty Naukowe SGGW w Warszawie, Problemy Rolnictwa Światowego tom 17 (XXXII), zeszyt 3, 2017: 298307
	Supplementary literature	Rogoda, B.(2000). Błędy cenowe próba systematyki. <i>Marketing i rynek</i> , nr 3/2000, 16-20. Rogoda, B. (2003). Decyzje cenowe przedsiębiorstw - pomocnicze materiały dydaktyczne. Kraków: Wydawnictwo Akademii Ekonomicznej w Krakowie Dyhdalewicz, A. (2011). Wybór metod ustalania cen w przedsiębiorstwach handlowych. Zeszyty Naukowe US, Nr 625, Szczecin, 127-140.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	The EKOPARTNER company is a small company that produces Exclusive organic rodent food sold in 10 kg packages, asked a price management specialist for consultation. So far, the company's pricing decisions have been based solely on cost methods. Using the cost plus method, the EKOPARTNER company set the price for a package of its product at PLN 185 and achieved an average monthly sale of 72 packages of Exclusive pet food. Fixed costs borne by the company are at the level of PLN 2,500 and the variable costs for the achieved sales amount to PLN 4,665.6.Determine the profit mark-up (mark-up rate on costs [%]) used so far by EKOPARTNER). [note that EKOPARTNER is a production company and takes into account all costs in the price calculation]. What margin has the company achieved by using this pricing method?	
Work placement	Not applicable	

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