



Subject card

Subject name and code	PRICING ANALYSIS AND STRATEGY, PG_00071141						
Field of study	Economic Analytics						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2028/2029	
Education level	first-cycle studies	Subject group				Optional subject group Subject group related to scientific research in the field of study	
Mode of study	Part-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				exam	
Conducting unit	Department of Statistics and Econometrics -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aneta Sobiechowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	9.0	0.0	18.0	0.0	0.0	27
	E-learning hours included: 0.0						
	Additional information: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=39619						
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	27	3.0	70.0	100		
Subject objectives	preparing students to analyze market prices and design pricing strategies in enterprises, based on knowledge of microeconomics, econometrics, and economic forecasting methods.						
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.	is able to acquire new knowledge necessary to analyze a company's situation and select an appropriate pricing strategy, applying relevant methods and tools.			[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools		
	[K6_W02] possesses advanced knowledge of methods and techniques that enable precise formulation and effective problem solving.	knows and understands methods of price analysis in an enterprise, including ways of collecting and evaluating market information and their role in pricing decisions.			[SW1] Assessment of factual knowledge		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.	is ready to make informed and responsible pricing decisions, taking into account their consequences for the company's performance and its relationships with customers and the market environment.			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>Course content – lecture</p> <ol style="list-style-type: none"> 1. The role of price in the management of an enterprise operating on differently organised markets. 2. Basic issues of static price management. 3. Approximate and accurate monopoly price management procedures. 4. Approximate and accurate price management procedures in an oligopoly. 5. Prices and the company's strategy. 6. Price differentiation (by market segment, product line, spatial and international). 7. The specificity of price management in industries (vertical price management, price management in trade, in services). 8. Special problems of price management (psychology, marketing mix, pricing errors). 9. Retail pricing by cost and demand based methods. 10. Modeling prices on energy, agricultural and other markets. <hr/> <p>Course content – laboratory</p> <ol style="list-style-type: none"> 1. The role of price in the management of an enterprise operating on differently organised markets. 2. Basic issues of static price management. 3. Approximate and accurate monopoly price management procedures. 4. Approximate and accurate price management procedures in an oligopoly. 5. Prices and the company's strategy. 6. Price differentiation (by market segment, product line, spatial and international). 7. The specificity of price management in industries (vertical price management, price management in trade, in services). 8. Special problems of price management (psychology, marketing mix, pricing errors). 9. Retail pricing by cost and demand based methods. 10. Modeling prices on energy, agricultural and other markets. 														
Prerequisites and co-requisites	<p>microeconomics basics of economic forecasting econometrics</p>														
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Evaluation of the pricing recommendation</td> <td style="text-align: center;">60.0%</td> <td style="text-align: center;">25.0%</td> </tr> <tr> <td>Evaluation of task solution</td> <td style="text-align: center;">60.0%</td> <td style="text-align: center;">25.0%</td> </tr> <tr> <td>Test of factual knowledge</td> <td style="text-align: center;">60.0%</td> <td style="text-align: center;">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Evaluation of the pricing recommendation	60.0%	25.0%	Evaluation of task solution	60.0%	25.0%	Test of factual knowledge	60.0%	50.0%
Subject passing criteria	Passing threshold	Percentage of the final grade													
Evaluation of the pricing recommendation	60.0%	25.0%													
Evaluation of task solution	60.0%	25.0%													
Test of factual knowledge	60.0%	50.0%													
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<ol style="list-style-type: none"> 1. Heamer, J.(2019). A practical Guide do Pricing. Frankfurt: Simon-Kucher. 2. Rogoda, B.(2004). Polityka cenowa małych i średnich przedsiębiorstw, Kraków: Oficyna Ekonomiczna 3. Simon, H. (1996). Zarządzanie cenami. Warszawa: PWN 4. Waniowski, P. (2014). Marketingowe zarządzanie ceną w przedsiębiorstwie. Wrocław: Wydawnictwo UE we Wrocławiu. 5. Waniowski, P. (2016). Strategia cenowa przedsiębiorstwa PKP Intercity na tle innych przewoźników kolejowych w Europie. <i>Marketing i rynek</i>, 3(44), 267-278 6. Zaród, J., Czynniki kształtujące ceny wybranych produktów rolno-żywnościowych. <i>Zeszyty Naukowe SGGW w Warszawie, Problemy Rolnictwa Światowego tom 17 (XXXII), zeszyt 3, 2017: 298307</i> 1. Rogoda, B. (2000). Błędy cenowe próba systematyki. <i>Marketing i rynek</i>, nr 3/2000, 16-20. 2. Rogoda, B. (2003). Decyzje cenowe przedsiębiorstw - pomocnicze materiały dydaktyczne. Kraków: Wydawnictwo Akademii Ekonomicznej w Krakowie 3. Dyhdalewicz, A. (2011). Wybór metod ustalania cen w przedsiębiorstwach handlowych. <i>Zeszyty Naukowe US, Nr 625, Szczecin</i>, 127-140. 													
Example issues/ example questions/ tasks being completed	<p>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?</p>														
Practical activities within the subject	<p>Not applicable</p>														

Document generated electronically. Does not require a seal or signature.