

**Academic discipline:  
"Marketing and pricing"**

<b>Code and name of specialty</b>	1-24 01 03 Economic law
<b>Training course</b>	3
<b>Semester of training</b>	5
<b>Number of class hours:</b>	44
<b>Lectures</b>	24
<b>Seminar classes</b>	20
<b>Practical exercises</b>	-
<b>Laboratory classes</b>	-
<b>Form of intermediate assessment (credit/differential credit/exam)</b>	credit
<b>Number of credits</b>	3
<b>Competencies to be formed</b>	The use of a marketing strategy in the implementation of entrepreneurial activities, manage the marketing complex and be able to set prices
<b>Summary of the content of the academic discipline:</b>	
Theoretical foundations of marketing. Fundamentals of marketing research. Consumer behavior. Segmentation of consumers and positioning of goods in the market. Product policy. The distribution system. Price and pricing in marketing. Marketing communications.	