

Valery Bondarenko

# MARKETING and PRICING

Курс лекций на английском языке для магистрантов  
и студентов, обучающихся по специальностям:

«Мировая экономика»  
«Бухгалтерский учет и аудит»  
«Экономика предприятия»  
«Финансы и кредит»

Соответствует государственному образовательному  
стандарту

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*[http://www.litres.ru/pages/biblio\\_book/?art=25724204](http://www.litres.ru/pages/biblio_book/?art=25724204)*

*ISBN 9785448564307*

## **Аннотация**

Данный курс лекций предназначен для студентов и магистрантов, изучающих часть предметов на английском языке. Курс лекций составлен на основании учебной программы и образовательных стандартов для экономических специальностей УВО: «Мировая экономика», «Бухгалтерский учет и аудит», «Экономика предприятия», «Финансы и кредит». Данное пособие рассчитано на учащихся, чей уровень владения английским языком соответствует уровням Elementary или Pre-Intermediate, то есть когда уже освоен уровень Beginner.

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ISBN 978-5-4485-6430-7

Создано в интеллектуальной издательской системе Ridero

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Данный курс лекций предназначен для студентов и магистрантов, изучающих часть предметов на английском языке. Курс лекций составлен на основании учебной программы и образовательных стандартов для экономических специальностей УВО: «Мировая экономика», «Бухгалтерский учет и аудит», «Экономика предприятия», «Финансы и кредит». Данное пособие рассчитано на учащихся, чей уровень владения английским языком соответствует уровням *Elementary* или *Pre-Intermediate*, то есть когда уже освоен уровень *Beginner*.

Курс лекций включает 14 лекций, каждая из которых от-

ражает отдельную тему курса «Маркетинг и ценообразование». Курс лекций апробирован в практике учебного процесса в ряде УВО Беларуси и России. Каждая лекция (тема курса) данного пособия завершается краткими выводами и/или вопросами для повторения, которые также могут быть использованы в учебном процессе как тематика рефератов или докладов, по согласованию с преподавателем.

В списке рекомендованной литературы приведены основные источники на русском языке. Выбор англоязычных источников зависит от конкретных целей учащегося, а также от его уровня владения английским языком. Напоминаем, что структура и содержание учебников, изданных в США и Великобритании соответствует требованиям и программам университетов и колледжей этих стран, и потому существуют значительные отличия от российских и белорусских программ и учебников, а также от учебников других стран СНГ.

В пояснительной записке (explanatory note), помещенной в начале курса лекций, сформулированы (на английском языке) основные цели и задачи учебной дисциплины, а также основные компетенции, которыми должен обладать магистрант и которые формируются в учебном процессе с помощью данного курса лекций.

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# EXPLANATORY NOTE

A postgraduate of degree «Master of Economics» must have the following competences:

academic competences – science, theoretical, methodological knowledge and research skills providing elaboration of research projects or solving tasks for scientific research, innovative activity, continuous self-education;

social and personal competences – personal qualities and skills for following social, cultural, and moral values, social responsibility;

professional competences – skills and abilities to solve complicated professional problems in research and educational activity, to elaborate and adopt innovative projects.

Master should be able to:

To generate new ideas.

To acquire new knowledge and skills independently, including the areas of knowledge that are not directly related to the field of activity.

To take the initiative, including the situations of risk, to take responsibility, to resolve problem situations.

The requirements are for Master's social and personal competencies

Master should be able to:

To be able to take into account the social, moral and ethical

standards in social and professional activities.

To be able to cooperate and work as a team.

To use one of the state languages of the Republic of Belarus and any foreign language as a means of business communication.

To generate and argue personal judgment and professional position.

To use logical, reasoned, clear oral and written language, to use the skills of public speaking, conducting discussion and debates.

To work as a team, to lead and to obey.

To respect and protect the historical heritage and cultural traditions, to perceive social and cultural differences tolerantly.

To take the initiative and creativity, including unusual situations.

To adapt to new situations of social and professional activities, to implement the experience, possibilities.

The requirements are for Master's professional competence

Master should be able to:

Organizational-administrative activity

Assess the process taking place in international economy, identify trends and prospects.

Analyze and develop recommendations to improve the national development strategy.

Use elements of economic analysis in organizing of practice in the workplace.

Translation activities

To possess modern means of telecommunications.

To keep professional, social and cultural communication in a foreign language.

The implementation of these competences while studying the course «Current Global Issues» envisages the following tasks:

knowledge and understanding of the concept «global issues»;

awareness of existing global problems;

having deep information about main historical events and tendencies which lead to the emergence of global problems;

analyzing current world political, economic, social, and cultural developments;

understanding the essence and main directions of globalization process, its positive and negative aspects;

understanding the essence and content of the main current global issues;

realizing interconnections and interactions between global problems and national and world economies state and trends of development;

knowledge of the role and activities of international organizations for overcoming global issues.

knowledge of the contents of main international programs for solving global issues;

realizing manifestations of global issues in native countries of a student;

skills and willingness to make personal contribution in overcoming global problems after taking position according

to obtained degree.

As a result of the discipline studying the master's students should

*know:*

- the subject and methodology of the discipline;
- concept and evolution stages of the world economy theory;
- structure and development trends of the world economy;
- concept of the international division of labour, its special aspects in current conditions;
- subject-matter of internationalization, transnationalization and globalization;
- substance of international economic integration and its forms, special aspects of integration process in the world economy;
- content of international currency relations and their components;
- up-to-date theory and practice of macroeconomic regulation in open economy.

*be able to:*

- estimate processes taking place in the world economy;
- determine development trends and prospects for countries, groups of countries and the world economy;
- analyse position of the country in international division of labour, degree of openness of an economy;
- use concepts of the international division of labour and international trade;

estimate critically conditions of foreign economic relations and determine advanced directions for national economy participation in the world economic relation.

# SECTION 1. MARKETING

## THEME 1. MODERN CONCEPT OF MARKETING

### 1. Marketing as a business philosophy

At the core of the term «marketing» is the word «market», which means «the market.» So, in the marketing one often understands the philosophy of governance, economic conditions in the market, proclaiming the orientation of the production to meet the needs of specific customers.

Marketing under its widest sense is a social and managerial process by which individuals and groups of people get what they need by creating products and exchanging them. When a person is unable to meet any need, he substitutes them or reduce the level of his requests.

### EVOLUTION OF MARKETING

#### Phase Period Characteristics

#### I. beginning the twentieth century – 40th

Marketing had a sales character. The motto: «Everything produced must be sold». Sales methods of marketing and advertising were applied

## II. 50 years – first half 70s

Marketing has been focused on the study of the market and customer demands.

The principle is: «It is advantageous to produce the products that will be in demand than to produce something that struggles to sell.»

## III. second half 70's – till present

Integrated market system covers the entire cycle of development, production and sale of goods, including market research, implementation of merchandise, pricing, communication and policy, strategic marketing governance and other marketing techniques

Thus, the requirements are translated into specific desires, which in view of monetary opportunities are transformed into market demand on the specific products. It appears the exchange between producers and consumers made out in the form of a particular transaction. It follows that the direct marketing economy to meet the constantly changing needs of the many millions of consumers.

In other words, the marketing is a philosophy of management, direction of its implementation, when the resolution of consumer problems leads to the success of the organization and brings benefit to the society.

At the level of individual economic entities marketing is defined as a complete system for planning the variety and quantity of produced products, pricing, distribution of products

between the chosen markets and to promote their sales in order to achieve the diversity of benefits, led to the satisfaction of the interests of both producers and consumers. This definition has a sufficiently broad sense, as it covers the activities of non-profit organizations. Thus, marketing is the activity of the organization for the benefit of its customers.

In a more narrow sense (entrepreneurial) the marketing can be classified as a management system of production and sales management organization aimed at obtaining an acceptable value profit through accounting and active influence on market conditions.

From the above it follows that a variety of marketing applications causes a variety of its definitions.

It seems that as a fairly general definition of marketing can be offered. Marketing is a form of human activity to meet the demand for the material and non-material, social, value through mutually beneficial exchange.

Thus, marketing is also a system of thought and action system.

## **2. Basic concepts and scope of marketing**

The concept of **needs** is at the core of theories of motivation (Freud, Maslow, etc.), determining the behavior of consumers in the market. The main task of marketing is to find a need and meet it.

Desire is the need to take concrete shape in accordance with

the level of culture and personality of the individual. Sometimes it is called concretized need. For example, the total demand for food is transformed into a more private demand in the fruit, which, in turn, concretized results in the need, the desire to buy apples.

Demand is a desire, a specific need, backed by purchasing power. For given resource capabilities people satisfy their needs and desires through the purchase of goods that bring them the greatest benefit and satisfaction.

Product is all that can be offered on the market for the acquisition, use or consumption in order to meet specific needs.

Product is all that can satisfy any needs (physical goods, services, people, organizations, activities, ideas). In the literature on marketing the English term «product» is often translated as «goods». It is understood that the product manufactured by the manufacturer, with translational division by becoming a commodity market.

Exchange is the act of obtaining a desired product from someone by offering him something in return. Exchange is just one of the many ways means of which people get the desired product. Another way is hunting, gardening. This includes theft and begging.

The deal is trading between the two sides, including at least two subjects of interest and agreement on the terms, timing and months, those of its implementation. There are two types of transactions: cash transaction when goods are exchanged for

money and barter transaction. The deal involves the performance of the following conditions: the presence of at least two products representing the interest for the mutual exchange, the agreed conditions, time and place of its commission.

The market in the marketing sense is a collection of existing or potential sellers and buyers of any products; it's a place where deals are made. It is on the market the manufactured product and labor on it expended prove their social importance, acquire recognition among consumers. In modern society, the market does not necessarily have a physical location. To demonstrate the product, its advertising and getting the orders modern means of communication, without physical contact with customers are widely used. (In marketing, the market is the set of consumers of a particular product, they say, the market of metal, grain, etc. On the basis of this principle market segmentation is often carried).

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