

Faculty: International Economics and Administration
Department. Economics
Professional area: 3.8. Economics
Specialties: Financial and bank management and marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Code: MAR1166
2. Title: Price and price policy
3. Type: compulsory
4. Degree: Master
5. Year of study when the component is delivered: 1
6. Semester/trimester: first, second, third
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Assoc. prof. Mladen Tonev PhD
9. Learning outcomes: students acquire knowledge about the theory of prices and price policy
10. Mode of delivery: direct and distance training
11. Prerequisites and co-requisites: Microeconomics, Macroeconomics, Economic theories
12. Course content:
13. Course content: The course includes an introduction to the problem of pricing prices. Emphasis has been placed on international markets, pricing policies and pricing strategies applied in international trade, as well as the regulatory national and supranational practices.
14. Recommended or required reading and other learning resources/tools:
 1. **Фридман, Дейвид** Теория на цените, ч. 1,2 и 3, С.,1993.
 2. **Голбрайт, Дж. К.** Икономическата наука в перспектива. – София: “Хр. Ботев”, 1996.
 3. **Илиев, И. и кол.** Международна икономика. – Варна Изд. ИУ-Варна, 2005.
 4. **Кастелс, М.** Информационната епоха – икономика, общество, култура- том I: Възходът на мрежовото общество. – София: Лик, 2004.
 5. **Савов, С. В. Иванова** Световна икономика. – София: Сиела, 2001.
 6. **Стефанов, С.** Международна икономика. – София: НБУ, 2009.
 7. **Стоянов, В.** Пазар, трансформация, глобализация и нов световен ред. – София: “Галик”, 2003.
 8. **Уедърфорд, Дж.** История на парите. – София: ОБСИДИАН, 2001.
 9. **Steven E. Landsburg**, *Price Theory and Applications*. – 9-th Edition, Stamford: Gengage Learning, 2014.
 10. **Israel M. Kirzner**, *Market Theory and Price System*. – New Jersey: Princeton, 1963.
 11. **David D. Friedman**, *Price Theory: An Intermediate Text*. – South-Western Publishing Co., 1990.
15. Planned learning activities and teaching methods: lectures
16. Assessment methods and criteria: written exam-test
17. Practice: none provided, discipline is theoretical.