

Subject card

Subject name and code	Pricing and Distribution Strategies, PG_00178797						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study 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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	0.0	0.0	0.0	24
	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	24		1.0		75.0	100
Subject objectives	The aim of the course is to familiarize students with the management of pricing strategies in organizations as well as the management of product and service distribution strategies in various market structures.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student identifies and analyses at an advanced level problems related to shaping pricing and distribution strategies in complex market conditions and designs adequate solutions taking into account the specificity of the organization, decision-making processes and the variability of the environment.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.	The student at an advanced level correctly identifies and analyzes the impact of market, regulatory and technological conditions on shaping the pricing and distribution strategies of the organization, taking into account relations with stakeholders of distribution channels and the variability of the competitive and consumer environment	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student at an advanced level identifies and describes the functioning of pricing and distribution strategies in various types of organizations, including their dependence on the specificity of the organizational structure, business model, and indicates the essence of the relationship between the functional areas of the enterprise and the market environment	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	Lecture: 1. Introduction to managing an organizations pricing and distribution strategy (1h) · the role of pricing and distribution policy in an organizations marketing strategy · key definitions, classifications of pricing strategies and distribution channels · strategic and technological conditions (AI) for managing prices and distribution processes 2. Managing pricing strategy in an organization typologies and mechanisms (2h) · penetration, skimming, value, cost-based and competition-based strategies, brand · discount policy management and dynamic pricing · behavioral pricing and customer value perception · pricing paradoxes 3. Managing distribution channels and models of cooperation with partners (2h) · direct and indirect channels selection and configuration · franchising, dropshipping, multichannel and omnichannel distribution. · managing cooperation with intermediaries (wholesalers and retailers), the role of channel stakeholders 4. Digitalization in price and distribution management in the AI era (2h) · AI in dynamic pricing processes in e-commerce and digital platforms · marketplace platforms, d2c (direct to consumer) platforms · AI tools in channel management and price optimization 5. Conflict management, distribution paradoxes and optimization (1h) · channel conflicts, vertical problems and their management (inter-, intra-channel), · cost optimization strategies and logistics efficiency · integrated approach to price and distribution as an element of customer value Exercises 1. Analysis of the pricing strategy of a selected company (2h) · case study: analysis of the price structure and value strategy (e.g. IKEA, Netflix, Ryanair) · comparison of prices against competitors and analysis of perceived value 2. Simulation of a new product introduction strategy (1h) · selection of a pricing strategy (skimming) vs. penetration) · decision argumentation in the context of competition and cost structure 3. Designing a distribution channel map (1h) · developing and visualizing a distribution channel for a selected product · mapping - identifying partners, touch points and logistic barriers 4. Distribution management in the omnichannel model (1h) · creating a scenario for the integration of online and offline channels. · technological and organizational challenges. 5. Analysis of the pricing strategy in the AI era on e-commerce platforms (1h) · case studies of companies from e.g. Allegro, Amazon, Zalando - pricing algorithms. · analysis of dynamic pricing and price monitoring tools. 6. Discount and promotional policy management (1h) · designing discount mechanisms and psychological prices. · simulation of pricing decisions in the context of consumer behavior. 7. B2B channel management (1h) · specificity of relationships with wholesale and industrial partners. · negotiation strategies and conflicts in b2b channels. 8. Creating an integrated pricing and distribution strategy for an organization (6h) · Team project: developing a strategy for a product from the fmcg/services sector · Presentation and defense of the concept in the group forum 9. Analysis of market data in price and distribution management (1h) · Use of market reports (e.g. nielseniq, euromonitor). · Analysis of price elasticity of demand and channel preferences. 10. Verification test and assessment (1h) · Final colloquium and evaluation of projects · Reflection on the application of knowledge in business practice		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	50.0%
	project	51.0%	50.0%
Recommended reading	Basic literature	1. H. Simon, M. Fassnacht, Zarządzanie cenami, Wydawnictwo Naukowe PWN, Warszawa 2019. 2. A. Czubała, Dystrybucja produktów, PWE Warszawa 2001 3. Wskaźniki marketingowe, red. R. Kozielski, wyd. V, Oficyna a Wolters Kluwer, Warszawa 2017 4. L. W. Stern, Adel I. El-Ansary, Anne T. Coughlan, Kanały marketingowe, PWN Warszawa 2002 5. G. Karasiewicz, Marketingowe strategie cen, PWE Warszawa 1997	
	Supplementary literature	M. Christopher, Distribution management strategy for business logistics practice, Placet, Warsaw 1999 · P. Waniowski, Pricing strategies, PWE 2003 · Materials prepared by lecturers.	
	eResources addresses	Basic https://bazekon.uek.krakow.pl/zeszyty/171199765 - Conditions of price management in distribution channels, https://bazhum.muzhp.pl/media/texts/rynek-spoeczenstwo-kultura/2013-numer-2-6/rynek_spoeczenstwo_kultura-r2013-t-n2_6-s12-22.pdf - Price management by Polish companies	
	Example issues/ example questions/ tasks being completed	1. List the determinants of managing the pricing and distribution strategy of an organization 2. Indicate the benefits and disadvantages of a dynamic pricing strategy 3. Describe the most important principles of designing distribution maps	
Work placement	Not applicable		

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