GHENT UNIVERSITY

Course Specifications

From the academic year 2015-2016 up to and including the

Pricing and Revenue Management (F000800)

Course size (nominal values; actual values may depend on programme)

Credits	6.0	Study time	180 h
Contact hrs	45.0 h		

Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	English	lecture	7.5 h
		seminar: practical PC room classes	15.0 h
		seminar: coached exercises	5.0 h
		group work	13.75 h
		microteaching	3.75 h

Lecturers in academic year 2018-2019

Benoit, Dries	EB23	lecturer-in-charge

Offered in the following programmes in 2018-2019	crdts	offering
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Engineering (main subject Data Analytics)	6	A
Master of Science in Business Engineering (main subject Finance)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Master of Science in Business Engineering (main subject Operations Management)	6	A
Master of Science in Economics	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Pricing, price differentiation, price optimization, auctions, revenue management

Position of the course

This course thoroughly investigates the various aspects of pricing within a business context. The focus of the couse is on the strategic, technical analysis as well as the organizational aspect. In addition, a brief introduction to the statistical/mathematical software R is given.

Contents

Pricing theory:
- Strategic pricing
- Pricing of good versus pricing of services
- Price differentiation
- Pricing within the product cycle
- Incremental costs
- Competition & pricing
- Ethics & pricing
- Psychology of pricing

Price analytics:
- Typed of price-response functions

- Estimating price-response functions
- Price optimization
- Price optimization with constrained supply
- Auctions
- Estimating bid-response functions

Computer labs using the following software:
- R

Initial competences

This course builds on the final competences of the courses “Marketing”, “Research Methods” and “Statistics I and II”. Experience with the statistical/mathematical software R is a plus.

Final competences

1 Develop the strategy of a company in terms of pricing
2 Set up pricing research using traditional marketing research tools
3 Analyse sales data to understand price sensitivity of the customers
4 Calculate optimal prices given price sensitivity and specific cost functions
5 Be proficient in R to do the calculations

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, lecture, microteaching, seminar: coached exercises, seminar: practical PC room classes

Extra information on the teaching methods

- Teaching of the different techniques
- Guest speakers
- Active class discussions of the different techniques with application on existing datasets.
- Team presentations
- Assignments in team en individueel, met coaching en presentaties (schriftelijk en mondeling)

Learning materials and price

A syllabus will be made available.
Estimated cost: €10.

References

Bodega, T. and Ferguson, M. (2012). Pricing Segmentation and Analysis, Business Expert Press, New York, (USA).
Nagle, T., Hogan, J. and Zale, J. (2011). The Strategy and Tactics of Pricing, Prentice Hall, Upper Saddle River, New Jersey (USA).
Phillips, R. (2005). Pricing and Revenue Optimization, Stanford University Press, Stanford (USA)

Course content-related study coaching

Numerous exercises are solved and discussed during the sessions. Moreover, exercises are given that must be resolved in groups. The students receive extensive tutoring and receive collective and individual feedback.

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Oral examination

Examination methods in case of periodic evaluation during the second examination period

Oral examination

Examination methods in case of permanent evaluation

Oral examination, assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Extra information on the examination methods

The exam project is a comprehensive exercise in a realistic context where the key concepts used in price analysis should be applied. This includes both the strategic and analytical aspect of pricing. The oral exam elaborates on the insights and analysis of the exam project. In addition, students will also be asked about their knowledge and understanding of those aspects of pricing that were discussed during classes, but were not addressed in the exam project.

Calculation of the examination mark

Total score is a weighted average of:

- Project work (10/20)
- Oral exam (10/20)

adjusted by peer-assessment