Course
Specifications
Valid as from the academic year 2020-2021

Pricing and Revenue Management (F000883)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
Credits 8.0
Study time 240 h
Contact hrs 80.0 h

Course offerings and teaching methods in academic year 2020-2021
A (semester 1) English Gent

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Contact hrs</th>
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<tbody>
<tr>
<td>lecture</td>
<td>20.0 h</td>
</tr>
<tr>
<td>seminar: practical PC room classes</td>
<td>20.0 h</td>
</tr>
<tr>
<td>group work</td>
<td>12.5 h</td>
</tr>
<tr>
<td>seminar: coached exercises</td>
<td>27.5 h</td>
</tr>
<tr>
<td>online seminar: practical PC room classes</td>
<td>0.0 h</td>
</tr>
<tr>
<td>online lecture</td>
<td>0.0 h</td>
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Lecturers in academic year 2020-2021
Benoit, Dries
EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

<table>
<thead>
<tr>
<th>Master of Science in Data Science for Business</th>
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<tbody>
<tr>
<td>credits</td>
</tr>
<tr>
<td>8</td>
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</table>

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 course 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
• Experimental design
• Price optimization
• Price optimization with constrained supply
• Auctions
• Estimating bid-response functions
• Additive and multiplicative promotion models using panel data methods
Access to this course unit via a credit contract is determined after successful competences assessment. This course unit cannot be taken via an exam contract.

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

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
6 Applying a literature study in international, peer-reviewed journals to methodological challenges in the domain of pricing
7 Validating the results of one’s own research with existing pricing literature

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, seminar: coached exercises, seminar: practical PC room classes, online lecture, online 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

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
Written examination

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

Examination methods in case of permanent evaluation
Assignment
Possibilities of retake in case of permanent evaluation
examination during the second examination period is not 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.

(Approved)
The written exam will investigate whether the student knows and understands the aspects of pricing that were discussed during class. Both theoretical as well as practical exercises will be part of the exam.

Calculation of the examination mark

Total score is a weighted average of:
• Project work (10/20)
• Written exam (10/20)

adjusted by peer-assessment