

CBUS 217. DYNAMIC PRICING AND REVENUE MANAGEMENT.

Credits: 3.5

Offered by: Administration & Governance (School of Continuing Studies)

This course is not offered this catalogue year.

Description

This course focuses on airline passenger demand; seat inventory control; spoilage and spillage management; expected Marginal Seat Revenue (EMSR); scheduling and capacity adjustments; low-cost carrier revenue management. Through business cases and practical examples, participants will examine the key factors affecting airline performance and the revenue management methods used to measure and control them.

- 24 hours of classroom instruction plus 10 hours of readings and assignments

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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