

MGSC 670. REVENUE MANAGEMENT.

Credits: 1.5

Offered by: Management (Graduate Studies)

Terms offered: Summer 2025

[View offerings for Summer 2025 in Visual Schedule Builder.](#)

Description

This course will introduce students to revenue management (RM) practices in air transportation, hospitality (hotels, cruises, theme parks, casinos), car rental, media, broadcasting, natural-gas storage and transmission, electricity generation and transmission, and show business (concerts, theaters, sport events). Most applications are recent and made possible by the advances in technology, data and decision analytics. However, there are issues of legality and customer backlash for charging different prices for virtually the same product. The course will touch upon these issues as well. Topics covered include capacity allocation, network management, overbooking, markdown pricing, and customized pricing.

- Prerequisites: (INSY 660 OR INSY 662 OR Instructor's approval)
AND (MGSC 660 OR MGSC 661 OR Instructor's approval)

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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