

MRKT 673. PRICING ANALYTICS.

Credits: 1.5

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

Introduction and basics of price-response functions and pricing optimization. Using data to estimate demand models. Value-based pricing, consumer valuations, personalization. Tactics of price differentiation. Pricing with constrained supply. Team project consultation.

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

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