

Pricing Strategy and Revenue Management Mastery Course

2026 13 - 9
Los Angeles (USA)

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Day 2: Revenue Management Principles

- Introduction to revenue management and profitability optimization.
- Demand forecasting techniques and planning assumptions.
- Capacity and inventory management principles.
- Dynamic pricing and yield management applications.
- Managing demand fluctuations and revenue opportunities.
- Workshop: building a basic demand and capacity optimization model.

Day 3: Advanced Pricing Techniques

- Price discrimination and customer-based pricing approaches.
- Product versioning and tiered pricing structures.
- Bundling and unbundling strategies.
- Psychological pricing tactics and buyer perception.
- Competitive pricing strategies and market response.
- Case study: selecting the right pricing technique for different market conditions.

Day 4: Data Analytics for Pricing Optimization

- Data collection and analysis for pricing decisions.
- Predictive modeling for demand forecasting.
- Price elasticity analysis and customer sensitivity.
- A/B testing and pricing experimentation.
- Using analytics to measure pricing performance.
- Practical exercise: designing a pricing test and interpreting results.

Day 5: Implementation and Industry-Specific Applications

- Implementing pricing and revenue management systems.
- Building governance for pricing decisions and approvals.
- Industry case studies in hospitality, retail, airlines, and service sectors.
- Ethical considerations in pricing and customer fairness.
- Future trends in pricing and revenue management.
- Final workshop: developing a revenue optimization action plan.

Individual Impact

- Strengthen your ability to make confident pricing decisions.
- Build practical skills in demand forecasting and revenue optimization.
- Improve your understanding of customer value and price sensitivity.
- Learn how to use data analytics to support pricing strategy.
- Gain hands-on experience in designing dynamic pricing experiments.

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Work Impact

- Improve profitability through more structured pricing decisions.
- Enhance revenue management across products, services, and customer segments.
- Optimize inventory, capacity, and demand allocation.
- Support smarter pricing governance and performance monitoring.
- Build stronger competitive positioning and sustainable revenue growth.

Training Methodology

This course uses an applied learning approach that connects pricing strategy with practical business decision-making. Training methods include:

- Interactive discussions and guided strategy sessions.
- Real-world pricing and revenue management case studies.
- Demand forecasting and price elasticity exercises.
- Dynamic pricing simulations and experimentation workshops.
- Group activities on industry-specific pricing challenges.
- Practical templates, analytical tools, and implementation frameworks.

Beyond the Course

By the end of this course, participants will be able to develop and implement pricing strategies that support profitability and market competitiveness. They will return with practical tools to forecast demand, optimize revenue, manage pricing experiments, evaluate customer response, and build stronger revenue management practices across their organizations.

A graphic of a chessboard with several pawns. A large gold king piece is prominent in the foreground, with smaller silver and gold pawns behind it. The board is checkered, and there are concentric circles in the background.

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