OPRE 6377 - Demand and Revenue Management

OPRE 6377 Demand and Revenue Management (3 semester credit hours) This course focuses on the expense involved in managing conventional and idiosyncratic demand through the supply process. Demand for a single unit or an assembly (network) of units requires forecasting that incorporates prices and macroeconomic factors. Perishable supplies are optimally priced by considering their amount (inflated in overbooking), location, vintage, and customer classes. This approach is relevant for airlines, hotels, parks, rental cars, broadcasters, art/sport events, and retailers. Prerequisite: OPRE 6302. (3-0) Y