Pricing Strategy and Revenue Management Mastery Course

2 – 6 August 2027
Bordeaux (France)



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Why This Course

Pricing is one of the most powerful drivers of profitability, yet many organizations still make pricing decisions without a structured strategy, reliable demand insights, or clear revenue optimization methods. In competitive markets, effective pricing requires a deep understanding of customer value, market segments, demand behavior, inventory capacity, and business performance goals.

This comprehensive 1-week course provides a practical approach to advanced pricing strategy and revenue management. Participants will learn how to design pricing strategies, apply dynamic pricing models, forecast demand, optimize inventory allocation, and use data analytics to improve pricing decisions.

The program combines strategic concepts with hands-on applications, helping participants translate pricing theory into practical tools that support profitability, competitiveness, and sustainable revenue growth.

What You'll Learn and Practice

By joining this program, you will:

- Develop effective pricing strategies for different markets and customer segments.
- Align pricing objectives with business goals and profitability targets.
- Apply revenue management techniques to optimize revenue and capacity utilization.
- Forecast demand using practical analytical methods.
- Manage inventory and capacity allocation more efficiently.
- Use price elasticity analysis to understand customer response.
- Apply data analytics, predictive modeling, and experimentation in pricing decisions.
- Design practical revenue optimization plans for industry-specific scenarios.

The Program Flow

Day 1: Foundations of Pricing Strategy

- Understanding the role of pricing in business performance.
- Pricing objectives and their alignment with strategic goals.
- Market segmentation and customer value perception.
- Core pricing methods, models, and decision factors.
- Competitive positioning and value-based pricing foundations.
- Practical exercise: assessing pricing objectives and market segments.



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.



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.

