

Name of course:	Pricing Strategy & Revenue Management
p.r.n. in short:	
Name of sub course:	Pricing Strategy & Revenue Management I
Trimester:	Trimester III
Lecturer:	Prof. Dr. J. Meissner
Language:	English
Program section:	<ul style="list-style-type: none"> • Management (Elective)
Method:	Presentations with projector, integrated tutorials, interactive sequences and discussions
Amount of time involved:	<ul style="list-style-type: none"> • 15 contact hours • 45 non-contact hours
Credit points:	2 ECTS
Recommended requirements:	None
Learning Outcome Targets:	On successful completion of the module students should be able to to apply the basics of price theory.
Content:	
Requirements to pass course:	
Literature:	<ul style="list-style-type: none"> •

Name of course:	Pricing Strategy & Revenue Management
p.r.n. in short:	
Name of sub course:	Pricing Strategy & Revenue Management II
Trimester:	Trimester III
Lecturer:	Prof. Dr. J. Meissner
Language:	English
Program section:	<ul style="list-style-type: none"> • Management (Elective)
Method:	Presentations with projector, integrated tutorials, interactive sequences and discussions
Amount of time involved:	<ul style="list-style-type: none"> • 22 contact hours • 68 non-contact hours
Credit points:	3 ECTS
Recommended requirements:	None
Learning Outcome Targets:	On successful completion of the module students should be able to exploit the opportunities that exist for revenue optimization in different business contexts.
Content:	
Requirements to pass course:	
Literature:	<ul style="list-style-type: none"> •