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Course Information

Course Title: *Revenue Management* #369621

Number of continuing education credit hours recommended for this course:

In accordance with the standards of the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

CPA: 3 (Accepted in all states)
National Registry of CPE Sponsors ID Number: 107615.
Sponsor numbers for states requiring sponsor registration
Florida Division of Certified Public Accountancy: 4761 (Ethics #11467)
Hawaii Board of Accountancy: 14003
New York State Board of Accountancy (for ethics): 002146
Ohio State Board of Accountancy: M0021
Pennsylvania Board of Accountancy: PX 178025
Texas State Board of Accountancy: 009349

Course Description

This course shows how to increase revenues and profits by adjusting the prices offered to customers. This course shows how to increase revenues and profits by adjusting the prices offered to customers. It does so by addressing both the overall pricing strategy of a business and the many day-to-day pricing tactics that can be employed within that overall strategy. Examples of revenue management tactics are bundling and unbundling, dynamic pricing, overbooking, reference pricing, and special financing offers. The course goes on to describe rate fences and other tools to keep discount offers away from full-price customers, as well as revenue management complications and the long-term effects of these activities. In total, the course presents the user with a multitude of options to consider for enhancing the financial performance of a business.

Program Delivery Method: QAS Self-Study (interactive)

Subject Codes/Field of Study

NASBA: Finance

Course Level, Prerequisites, and Advance Preparation Requirements

Program Level: NASBA (CPA): Overview;

This program is appropriate for professionals at all organizational levels.

Prerequisites: None

Advance Preparation: None

Course Content

Publication/Revision date: 2/15/2021.

Author: Steven M. Bragg, CPA.

Final exam (online): Fifteen questions (multiple-choice).

Instructions for taking this course

Note: Download and save the PDF of this course to your computer to enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window) for easier navigation.

A passing grade of at least 70% is required on the final exam for this course. The exam may be retaken if not passed on the first attempt (no charge).

Complete the course by following the learning objectives listed below and studying the review questions after each major section (or chapter) in the text. Once you are confident that the learning objectives have been met, answer the final exam questions (online).

Instructions for Taking the Final Exam Online

- Login to your account online at www.bhfe.com.
- Go to "My Account" and view your course.
- Select "Take Exam" for this course and follow instructions.

Have a question? Call us at 800-588-7039 or email us at contact@bhfe.com.

Learning Objectives:

- Recognize the different types of strategic pricing options and their characteristics.
- Specify the advantages and disadvantages of contribution margin pricing.
- Cite the different types of incremental costs associated with revenue management.
- Recognize the situations in which coupons and other promotions are most effective.
- Specify the circumstances under which pricing adjustments can increase revenues.
- Specify the situations in which bundling and unbundling can be favorable revenue management tools.
- Recognize the purposes to which markdown management software can be put.
- Specify the different types of revenue management activities used by airlines, hotels, and restaurants.
- Understand how price positioning can skew the purchasing decisions of customers.
- Recognize reference prices and their impact on the shopping decisions of customers.
- Specify how profits can be increased by using volume purchase discounts.
- Recognize the tools used to restrict the volume of sales at certain price points.
- Cite the types of revenue boosts that are linked to high levels of customer satisfaction.

About the Author

Steven Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 250 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*.

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