LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Revenue Management & Pricing

Practitioner Level

LAPT — London Academy of Professional Training

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Reference AV-ACS-P • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

6	30	180	440	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**AV-ACS-P**
AWARD	**Certificate**
ASSESSMENT	**440 marks — 264 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 Advanced Pricing Strategies

5 chapters · 30 classes **90 marks**

- **1 Understanding the Dynamics of Airline Pricing** — 6 classes
  - 1.1 Uncover the Fundamentals of Airline Pricing
  - 1.2 Analyze Supply and Demand in the Airline Industry
  - 1.3 Explore Dynamic Pricing Models in Aviation
  - 1.4 Understand Fare Classes and Their Impact on Revenue
  - 1.5 Examine Competitor Pricing Strategies in Airlines
  - 1.6 Apply Data Analytics to Optimize Airline Pricing
- **2 Analyzing Market Segmentation and Demand Forecasting** — 6 classes
  - 2.1 Understanding Market Segmentation: Concepts and Importance
  - 2.2 Identifying Customer Segments: Techniques and Tools
  - 2.3 Analyzing Customer Behavior and Preferences in Segments
  - 2.4 Exploring Demand Forecasting Methods and Models
  - 2.5 Applying Demand Forecasting to Market Segments
  - 2.6 Evaluating Forecast Accuracy and Adjusting Strategies
- **3 Competitive Pricing Strategies in the Airline Industry** — 6 classes
  - 3.1 Understanding the Dynamics of Airline Market Competition
  - 3.2 Analyzing Competitor Pricing Strategies in the Aviation Sector
  - 3.3 Exploring Tactical Pricing Responses to Market Changes
  - 3.4 Implementing Revenue Management Techniques for Competitive Advantage
  - 3.5 Evaluating Price Elasticity and Customer Sensitivity in Airlines
  - 3.6 Applying Game Theory to Pricing Strategy Development in Airlines
- **4 Advanced Fare Structuring and Revenue Optimization** — 6 classes
  - 4.1 Understanding Advanced Fare Structures
  - 4.2 Analyzing Market Segmentation for Pricing
  - 4.3 Implementing Dynamic Pricing Models
  - 4.4 Evaluating Price Elasticity in Revenue Management
  - 4.5 Optimizing Fare Classes and Inventory Control
  - 4.6 Applying Advanced Revenue Optimization Techniques
- **5 Implementing Dynamic Pricing and Technology Solutions** — 6 classes
  - 5.1 Understanding Dynamic Pricing Models
  - 5.2 Analyzing Market Data for Pricing Decisions
  - 5.3 Integrating Technology for Real-Time Pricing Adjustments
  - 5.4 Implementing Machine Learning in Pricing Strategy
  - 5.5 Evaluating Consumer Behaviour and Price Sensitivity
  - 5.6 Crafting Pricing Strategies for Competitive Advantage

2 Competitive Market Analysis

5 chapters · 30 classes **65 marks**

- **1 Understanding the Airline Competitive Landscape** — 6 classes
  - › 1.1 Exploring Global Airline Market Dynamics
  - › 1.2 Identifying Key Competitors in the Airline Industry
  - › 1.3 Analyzing Competitive Strategies in Aviation
  - › 1.4 Assessing Market Position and Competitive Advantages
  - › 1.5 Evaluating Airline Pricing Models and Tactics
  - › 1.6 Formulating Insights from Competitive Market Analysis
- **2 Analyzing Market Dynamics and Consumer Behavior** — 6 classes
  - › 2.1 Understanding Market Dynamics in Revenue Management
  - › 2.2 Identifying Key Consumer Behavior Trends
  - › 2.3 Analyzing Competitor Strategies and Tactics
  - › 2.4 Applying SWOT Analysis to Market Dynamics
  - › 2.5 Segmenting the Market by Consumer Preferences
  - › 2.6 Interpreting Consumer Data to Inform Pricing Decisions
- **3 Competitive Positioning and Benchmarking in Airlines** — 6 classes
  - › 3.1 Understanding Competitive Positioning in the Airline Industry
  - › 3.2 Analyzing Airline Market Structures and Dynamics
  - › 3.3 Identifying Key Competitors and Market Leaders
  - › 3.4 Exploring Benchmarking Metrics in Airlines
  - › 3.5 Applying SWOT Analysis to Assess Competitive Position
  - › 3.6 Developing Strategies for Improving Competitive Positioning
- **4 Strategic Pricing Models in a Competitive Airline Market** — 6 classes
  - › 4.1 Introduction to Strategic Pricing Models in Airlines
  - › 4.2 Exploring Cost-based Pricing Strategies
  - › 4.3 Understanding Competition-driven Pricing Tactics
  - › 4.4 Analyzing Price Elasticity and Customer Segments
  - › 4.5 Examining Dynamic and Flexible Pricing Approaches
  - › 4.6 Applying Strategic Pricing in Real-world Scenarios
- **5 Forecasting and Decision-Making for Competitive Advantage** — 6 classes
  - › 5.1 Understanding the Basics of Market Forecasting
  - › 5.2 Analyzing Market Trends for Predictive Insights
  - › 5.3 Identifying Key Metrics for Accurate Forecasting
  - › 5.4 Applying Competitive Market Data to Forecast Models
  - › 5.5 Evaluating Forecasting Models for Decision-Making
  - › 5.6 Implementing Forecast Insights for Competitive Advantage

3 Ethical Considerations in Revenue Management

5 chapters · 30 classes **65 marks**

- **1 Understanding Ethical Frameworks in Revenue Management** — 6 classes
  - › 1.1 Examining the Role of Ethics in Revenue Management
  - › 1.2 Identifying Key Ethical Principles in Pricing Strategies
  - › 1.3 Analyzing Ethical Dilemmas in Revenue Optimization
  - › 1.4 Applying Ethical Frameworks to Real-World Case Studies
  - › 1.5 Evaluating the Impact of Unethical Practices on Stakeholders
  - › 1.6 Formulating Ethical Guidelines for Revenue Management
- **2 Balancing Profitability and Fairness** — 6 classes
  - › 2.1 Understanding Fairness in Revenue Management
  - › 2.2 Identifying Profit Incentives and Ethical Boundaries
  - › 2.3 Analyzing Case Studies of Ethical Dilemmas
  - › 2.4 Evaluating the Impact of Pricing Strategies on Customers
  - › 2.5 Developing Strategies to Balance Profit and Fairness
  - › 2.6 Applying Ethical Principles in Revenue Decisions
- **3 Data Privacy and Usage in Revenue Management** — 6 classes
  - › 3.1 Understanding Data Privacy in Revenue Management
  - › 3.2 Identifying Types of Data Used in Revenue Management
  - › 3.3 Exploring Legal Frameworks for Data Usage
  - › 3.4 Implementing Data Handling Best Practices
  - › 3.5 Analyzing Ethical Implications of Data Usage
  - › 3.6 Developing Ethical Revenue Management Strategies
- **4 Transparent Communication and Consumer Trust** — 6 classes
  - › 4.1 Understanding the Basics of Transparent Communication
  - › 4.2 Identifying Consumer Trust Factors in Revenue Management
  - › 4.3 Exploring the Role of Honesty in Pricing Strategies
  - › 4.4 Analyzing Examples of Effective Transparent Communication
  - › 4.5 Building Strategies to Enhance Consumer Trust
  - › 4.6 Implementing Transparent Policies to Foster Trust
- **5 Addressing Ethical Dilemmas in Airline Pricing** — 6 classes
  - › 5.1 Understanding the Ethical Landscape in Airline Pricing
  - › 5.2 Exploring Common Ethical Dilemmas in Fare Structures
  - › 5.3 Analyzing the Impact of Dynamic Pricing on Customer Perception
  - › 5.4 Examining the Role of Transparency in Ethical Pricing Strategies
  - › 5.5 Evaluating the Balance Between Profitability and Fairness
  - › 5.6 Implementing Ethical Guidelines in Revenue Management Decisions

4 Forecasting and Demand Analysis

5 chapters · 30 classes **65 marks**

- **1 Introduction to Airline Demand Forecasting** — 6 classes
  - › 1.1 Understanding Airline Demand Dynamics
  - › 1.2 Exploring Key Factors Influencing Airline Demand
  - › 1.3 Analyzing Historical Data to Identify Trends
  - › 1.4 Introduction to Forecasting Models in Aviation
  - › 1.5 Applying Statistical Techniques to Forecast Demand
  - › 1.6 Evaluating Forecast Accuracy and Model Performance
- **2 Data Collection and Analysis Techniques** — 6 classes
  - › 2.1 Understanding the Fundamentals of Data Collection
  - › 2.2 Identifying Reliable Data Sources for Revenue Management
  - › 2.3 Utilizing Technological Tools for Data Gathering
  - › 2.4 Analyzing Historical Data to Identify Trends
  - › 2.5 Implementing Data Analysis Techniques for Demand Forecasting
  - › 2.6 Applying Insights to Improve Pricing Strategies
- **3 Quantitative Forecasting Methods** — 6 classes
  - › 3.1 Understanding Quantitative Forecasting Techniques
  - › 3.2 Exploring Time Series Analysis Models
  - › 3.3 Implementing Simple and Weighted Moving Averages
  - › 3.4 Applying Exponential Smoothing Methods
  - › 3.5 Utilizing Regression Analysis for Demand Forecasting
  - › 3.6 Comparing and Selecting Appropriate Forecasting Models
- **4 Understanding External Factors and Market Dynamics** — 6 classes
  - › 4.1 Identifying Key External Factors Affecting Demand
  - › 4.2 Analyzing Market Trends and Consumer Behavior
  - › 4.3 Evaluating Economic Indicators and Their Impact on Forecasting
  - › 4.4 Assessing Competitive Landscape and Industry Changes
  - › 4.5 Integrating Seasonal Variations into Demand Analysis
  - › 4.6 Applying External Factor Insights to Revenue Management Strategies
- **5 Advanced Forecasting Models and Applications** — 6 classes
  - › 5.1 Understanding Forecasting Fundamentals
  - › 5.2 Exploring Advanced Time Series Models
  - › 5.3 Applying Regression Techniques in Forecasting
  - › 5.4 Integrating Machine Learning in Demand Prediction
  - › 5.5 Evaluating Forecast Accuracy
  - › 5.6 Implementing Forecasting Models in Real-world Scenarios

5 Revenue Management Systems

5 chapters · 30 classes **65 marks**

- **1 Foundation of Revenue Management Systems in Aviation** — 6 classes
  - › 1.1 Understanding Revenue Management Systems in Aviation
  - › 1.2 Exploring Key Components of Aviation Revenue Systems
  - › 1.3 Analyzing Data Sources and Inputs for Aviation Systems
  - › 1.4 Examining Forecasting Techniques in Aviation Systems
  - › 1.5 Implementing Pricing Strategies within Aviation Models
  - › 1.6 Evaluating Performance of Revenue Management Systems
- **2 Data Collection and Analysis Techniques** — 6 classes
  - › 2.1 Understanding Data Sources for Revenue Management
  - › 2.2 Identifying Relevant Metrics and Key Performance Indicators
  - › 2.3 Exploring Techniques for Data Collection
  - › 2.4 Analyzing Data with Statistical Tools
  - › 2.5 Interpreting Trends and Patterns in Revenue Data
  - › 2.6 Applying Data Insights to Pricing Strategies
- **3 Demand Forecasting Models** — 6 classes
  - › 3.1 Understanding Demand Forecasting Fundamentals
  - › 3.2 Exploring Time Series Analysis in Demand Forecasting
  - › 3.3 Implementing Causal Models for Revenue Prediction
  - › 3.4 Analyzing Historical Data for Accurate Demand Forecasting
  - › 3.5 Evaluating Demand Forecasting Model Accuracy
  - › 3.6 Applying Demand Forecasting Models to Real-World Scenarios
- **4 Inventory Control and Optimization** — 6 classes
  - › 4.1 Understanding Inventory Control Principles
  - › 4.2 Exploring Optimization Techniques in Revenue Management
  - › 4.3 Analyzing Demand Forecasting for Inventory Control
  - › 4.4 Implementing Dynamic Pricing Strategies
  - › 4.5 Evaluating the Role of Technology in Inventory Optimization
  - › 4.6 Applying Revenue Management Theories to Real-world Scenarios
- **5 Integration with Ancillary Revenue Streams** — 6 classes
  - › 5.1 Understanding Ancillary Revenue Streams
  - › 5.2 Exploring the Relationship between Core and Ancillary Revenues
  - › 5.3 Integrating Ancillary Products into Revenue Management Systems
  - › 5.4 Analyzing the Impact of Ancillary Revenue on Pricing Strategies
  - › 5.5 Utilizing Data Analytics for Ancillary Revenue Optimization
  - › 5.6 Evaluating Success: Key Metrics for Ancillary Revenue Integration

6 Strategic Revenue Optimisation

5 chapters · 30 classes **90 marks**

- **1 Understanding Airline Revenue Management Fundamentals** — 6 classes
  - › 1.1 Exploring the Basics of Airline Revenue Management
  - › 1.2 Analyzing the Demand Forecasting Techniques
  - › 1.3 Understanding Pricing Strategies and Structures
  - › 1.4 Examining Inventory Control Methods
  - › 1.5 Identifying Key Performance Metrics in Revenue Management
  - › 1.6 Applying Revenue Management Principles to Real-World Scenarios
- **2 Dynamic Pricing Strategies in the Airline Industry** — 6 classes
  - › 2.1 Understanding the Fundamentals of Dynamic Pricing in Airlines
  - › 2.2 Analyzing Factors Influencing Airline Pricing Strategies
  - › 2.3 Exploring Historical Data and Trends in Airline Pricing
  - › 2.4 Implementing Real-Time Pricing Adjustments in Airline Revenue Management
  - › 2.5 Evaluating the Impact of Competitor Pricing on Revenue Strategy
  - › 2.6 Applying Machine Learning Techniques to Predict Dynamic Pricing Patterns
- **3 Optimising Inventory and Seat Allocation** — 6 classes
  - › 3.1 Understanding Inventory and Seat Allocation Fundamentals
  - › 3.2 Analysing Demand Patterns for Optimised Inventory Management
  - › 3.3 Leveraging Forecasting Techniques in Seat Allocation
  - › 3.4 Applying Dynamic Pricing Strategies to Maximise Revenue
  - › 3.5 Integrating Technology in Inventory Optimisation
  - › 3.6 Evaluating and Adjusting Strategies for Optimal Performance
- **4 Leveraging Data Analytics for Revenue Optimisation** — 6 classes
  - › 4.1 Understanding the Fundamentals of Data Analytics in Revenue Management
  - › 4.2 Identifying Key Data Sources for Revenue Optimisation
  - › 4.3 Utilizing Data Segmentation to Enhance Pricing Strategies
  - › 4.4 Analysing Historical Data Patterns for Forecasting Demand
  - › 4.5 Applying Predictive Analytics for Revenue Enhancement
  - › 4.6 Implementing Data-Driven Decision Making in Revenue Strategies
- **5 Integrating Strategic Revenue Management Across Airline Operations** — 6 classes
  - › 5.1 Understanding the Role of Strategic Revenue Management in Airlines
  - › 5.2 Identifying Key Revenue Management Practices
  - › 5.3 Examining Airline Operational Synergies
  - › 5.4 Integrating Revenue Management with Flight Scheduling
  - › 5.5 Aligning Pricing Strategies Across Departments
  - › 5.6 Developing Collaborative Processes for Revenue Optimization