Required Courses:

**Demand Management: Maximizing Hotel Revenue Through Distribution Channels**
June 28 - 30, 2018 Course Instructor: Bill Carroll

Learn the latest trends in online and off-line marketing, including search, social media and mobile distribution. Understand and use key principles for managing hospitality demand including pricing, revenue management, and channel management. Experience and learn from cases, discussions, and a dynamic market simulation how demand management principles can be applied in a competitive market environment to produce profits and market share.

Topics Include:
- Theory of hospitality demand
- Recent technological and economic developments in pricing and distribution channels, including search, social media and mobile distribution
- Key characteristics of business, leisure and group demand
- Principles for managing hospitality demand in the short and long term
- Development, execution and tracking of a demand management strategy

**Hotel Revenue Management**
July 2 - 4, 2018 Course Instructor: Sheryl Kimes

Understand and apply revenue-management theory and methods to achieve maximum profits in hotels with a primary focus on techniques to manage and increase yieldable and transient room revenues. Address key issues relating to groups.

Topics Include:
- Necessary conditions and information for revenue management
- Forecasting
- Rate and availability controls
- Overbooking
- Groups
- Marketing and management implications of implementation

**Strategic Revenue Management**
July 5 - 7, 2018 Course Instructor: Chris Anderson

Learn the science of pricing with an understanding of the approaches to market segmentation, price setting, and linkages to revenue management. Get a brief review of fundamental microeconomics, an introduction to the concepts of games theory, and an illustration of techniques for determining a customer’s willingness to pay. These concepts are then integrated into approaches for optimal price setting in a revenue-managed environment. Develop an understanding for how to estimate your customer’s sensitivity to price and learn to use this sensitivity to determine the optimal pricing levels.

Topics Include:
- Price elasticity and demand response
- Estimating price elasticity
- Price experiments
- Market segmentation
- Bundling and packaging
- Setting prices and price optimization
Select ONE of the following courses:

Hospitality Financial Management: Operations Decision Making
June 25 - June 27, 2018 Course Instructor: Mary MacAusland

Learn how to use financial statement analysis tools to increase profitability within your operation. Learn techniques to make more strategic operational decisions about costs, volume, profit and pricing, as well as how to best manage operating and capital budgets. Managerial accounting tools will also be explained, examined, and applied as they relate to the decision-making process within the organization. Emphasis will be on communicating and interpreting revenue and cost data from a General Manager’s perspective.

- Financial and operating ratios
- Balance sheet, income statement and cash flow statement tools of analysis
- Cost-volume-profit analysis as it relates to strategic operational decisions
- Cost approaches to pricing

Marketing Management
June 25 - 27, 2018 Course Instructor: Helen Chun

Understand key marketing-management concepts and principles, learn a disciplined approach to the analysis and management of hospitality-marketing challenges, and apply the ideas, concepts, and principles to develop innovative, profitable strategies and programs.

Topics Include:
- Market segmentation: Identify and analyze customer groups
- Competitive analysis and positioning
- Market research: Identify the most effective mix of tools for understanding the needs of the target audience
- Product: Define the most valuable product/service mix
- Target marketing: Select and attract key markets
- Pricing: Create and capture the most value
- Promotion: Develop the optimal communication strategy
- Distribution: Build and manage the organization’s channel strategy
- Consumer Behavior: Understand what drives decision making