NON-TRADITIONAL APPLICATIONS OF HOTEL REVENUE MANAGEMENT

Course Focus
Revenue management can be applied to any industry with relatively fixed capacity, time-variable demand, and perishable inventory. This course teaches you how to apply revenue management concepts and practices to hospitality-related industries such as restaurants, meeting spaces, spas, and golf facilities. You’ll learn a step-by-step process to develop, implement, and monitor a revenue management strategy to maximize top-line revenue.

Who Should Take this Course?
This course is designed for hospitality managers, general managers, revenue managers, and other hospitality professionals responsible for the financial performance of their organization.

Course Benefits
After completing this course, participants will be able to:
• Refine the practice of revenue management to include other aspects of the hotel industry
• Extend the practice of revenue management to other industries
• Lead a revenue management effort, from gathering baseline data to monitoring results post-implementation

Course Topics
• Module 1 - Total Revenue Management
  1. Hotel Revenue Management
  2. Refining Revenue Management
  3. Extending Revenue Management

• Module 2 - Revenue Management Applications
  1. Analyzing a Revenue Management Baseline
  2. Building Revenue Management Strategies
  3. A Case for Revenue Management

Pricing & Registration
The online course price is US$769. Register online at:
hotelschool.cornell.edu/execonline
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Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Hotel Revenue Management
- Master Certificate in Hospitality Management

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