MANAGING REVENUE WITH PRICING

Course Focus

Making price more variable is essential to maximizing revenue. This course presents pricing strategies you can use to make price more variable, and it considers the pros and cons of using variable-pricing strategies. The course examines how the availability of resources, certain staff issues, and financial impact are important considerations during the implementation of an overall restaurant revenue management strategy. It describes the analysis and planning required during the implementation of strategies associated with restaurant revenue management.

Who Should Take this Course?

This course is designed to show Foodservice managers how to use variable pricing to increase revenue at their restaurant.

Course Benefits

After completing this course, participants will be able to:

- Select and implement pricing strategies to increase revenue
- Assess the financial impact of restaurant revenue management strategies
- Calculate the costs and payback periods associated with implementation
- Address implementation issues associated with staffing, management, and training

Course Topics

Pricing concepts covered in this course include price discrimination, price elasticity, and price customization. You learn about pricing strategies like demand-based pricing, rate fences, and menu engineering, and you learn how to select and implement the strategies that will be most profitable for you. You find out how to calculate costs and estimate the payback period for potential investments associated with implementation. You examine related staffing, management, and training issues.

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 Restaurant Revenue Management
- Master Certificate in Foodservice Management

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