PRICE AND INVENTORY CONTROLS

Course Description

Technology- and Internet-savvy consumer behaviors have fundamentally changed the way in which revenue is managed. This online course encourages those schooled or experienced in traditional revenue management to elevate and fine-tune their approach to price manipulation, length of stay, and demand and availability control. This curriculum will prepare students to succeed in this new, highly competitive hospitality landscape.

You’ll investigate individual cases and strategies used by the world’s top airlines, casinos, hotels and car rental businesses. Learn how these top companies optimize their price setting and inventory control measures to generate maximum profit and minimize systematic inefficiencies.

Whether you’re preparing to create a proprietary revenue management system or use a commercially available revenue management system, the principles and techniques learned in this course will serve as a foundation for the rest of the Advanced Revenue Management certificate program. You are required to complete Pricing and Inventory Controls first in this series of five courses.

Who Should Take this Course?

This course is designed for general managers, revenue and finance managers, operations, sales, marketing and other hospitality professionals who are responsible for the financial performance of their organization. Professionals with at least 3 years of experience in their industry will see the greatest benefits. This course provides advanced instruction in revenue management and teaches the industry-critical skills and advanced techniques used by top performers the world over.

Course Benefits

After completing this course, participants will be able to:

- Estimate the marginal value of capacity.
- Increase revenue through price, length of stay, demand, and availability controls.
- Make pricing decisions based on calculations of uncertainty.
- Increase your use of multiple resource controls, including rate and length of stay in your overall revenue management strategy.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
PRICE AND INVENTORY CONTROLS

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 - 12

This course is part of an online certificate:
• Advanced Hospitality Revenue Management: Pricing and Demand Strategies

hotelschool.cornell.edu/executeonline