



## CERTIFICATE IN ADVANCED HOSPITALITY REVENUE MANAGEMENT: PRICING AND DEMAND STRATEGIES

Expand your revenue pipeline and drive company profits by taking a higher-level strategic approach to pricing and inventory control. Create and control customer demand, establish a marketing strategy that's built around rigorous control systems and gain a clear advantage over competition...all resulting in increased sales and profitability.

This 5-course certificate program will build on the fundamental principles of revenue management and provide students with the advanced tools and techniques that guide strategic pricing decisions, set inventory controls, and encourage demand manipulation in a way that not only drives profits, but improves overall organizational performance. Participants will receive advanced instruction in revenue management and learn the industry-critical skills and advanced techniques used by top performers the world over.

This online certificate program was developed with Dr. Chris Anderson, revenue management expert and faculty member at Cornell University's School of Hotel Administration. The topics of revenue management and service pricing are the primary focus of Dr. Anderson's research. He advises leaders at world-renowned hotels, airlines, rental car and tour companies—in addition to consumer goods and financial services firms—on how to fine-tune and execute their revenue management strategies to greatest effect.

### Certificate Courses

This certificate requires approximately 30 hours of study time and is earned upon completion of the five courses below. Course descriptions can be found on the reverse.

- Price and Inventory Controls
- Price Sensitivity and Pricing Decisions
- Segmentation and Price Optimization
- Displacement and Negotiated Pricing
- Search Engines and Online Selling: Stimulating Incremental Demand

### About Online Learning at Cornell

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

### Pricing & Registration

The five-course certificate price is US\$3600. Register online at:

**[sha.cornell.edu/online/ahrm](http://sha.cornell.edu/online/ahrm)**

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## **Price and Inventory Controls**

This 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. Learn how top companies optimize their price setting and inventory control measures to generate maximum profit and minimize systematic inefficiencies. **You are required to complete Pricing and Inventory Controls first in this series of five courses.**

## **Price Sensitivity and Pricing Decisions**

This online course prepares you to anticipate the impact certain pricing decisions will have on consumer demand and thrive in a highly competitive environment. By measuring demand sensitivity, running a break-even analyses and forecasting price elasticity you'll be able to develop a measured, data-driven approach to pricing strategy geared toward positive revenue generation and sustained profitability for your operation.

## **Segmentation and Price Optimization**

This course expands upon the central concepts in revenue management—RevPAR (Revenue Per Available Room) and RevPASH (Revenue Per Available Seat Hour)—with the goal of selling the right room or reserving the right table for the right person at the right time. Get your organization properly managing inventory and using market-based pricing to maximize revenue. By identifying core groups of customers and their purchasing habits, you can target them accordingly by setting prices that will help you win their business over your competition.

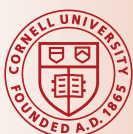
## **Displacement and Negotiated Pricing**

This course will prepare you to develop your own data-driven, systematic approach to group pricing. You'll also learn how to anticipate displacement—specifically how a property estimates the number of future arrivals that will have to be turned away when at capacity. Another key metric is win rate—the probability that a group will accept the quoted price—and the trade-offs to be made around profit margins.

## **Search Engines and Online Selling: Stimulating Incremental Demand**

In this online course you'll learn to develop online strategies designed to improve your standing in Internet search results, called Search Engine Optimization (SEO), and increase your visibility to target customers. Learn how to optimize your position on Internet search results and increase conversions: the moment when a search becomes a purchase.

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Cornell  
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