



MASTER CERTIFICATE IN HOSPITALITY MANAGEMENT

The hospitality business includes more moving parts than most people realize, and has more customer touchpoints than any other industry. Teamwork is essential.

A Master Certificate in Hospitality Management provides you with the essential skills needed to ensure that your organization runs like a well-oiled machine. You will quickly develop the technical expertise and broad, strategic focus needed to become a top-level hospitality manager.

The core of the program focuses on team building, team performance, revenue management, marketing and foodservice. You can then choose from 11 elective courses in Foodservice Management, Restaurant Revenue Management, Hotel Revenue Management, or Hospitality Marketing for a more thorough examination of each.

Whether you aspire to management, have recently been promoted, or are currently in a management position, this certificate program positions you to make a bigger impact in your organization and your career.

You can complete all of the courses in this program and earn your certificate in as little as 9 months, spending about three to five hours per week.

Certificate Requirements

This master certificate consists of 18 two-week courses: 14 core and 4 elective courses found on the reverse:

Required Core:

- Becoming a Powerful Leader
- Building High Performing Teams
- Understanding Financial Statements
- Using Ratio Analysis to Evaluate Financial Performance
- Services Marketing Planning and Management
- Evaluating Business and Customer Factors Affecting Marketing Decisions for Services
- Introduction to Restaurant Revenue Management
- Managing Revenue with Service Cycle Changes
- Introduction to Hotel Revenue Management
- Forecasting and Availability Controls in Hotel Revenue Management
- Marketing the Hospitality Brand through New Media: Social, Mobile & Search
- Hospitality Customer Engagement through New Media Marketing
- Utilizing Income Statements and Operational Data
- Building Guest Loyalty

Pricing & Registration

The master certificate price is US\$7900. Register online at:

sha.cornell.edu/online/mastercert-hosp

MASTER CERTIFICATE IN HOSPITALITY MANAGEMENT

Electives, choose four from below:

- Managing Revenue with Table Mix
- Managing Revenue with Pricing
- Pricing Strategy and Distribution Channels in Hotel Revenue Management
- Overbooking Practices in Hotel Revenue Management
- Non-traditional Applications of Hotel Revenue Management
- Building a Resilient Services Marketing Information System
- Developing a Service Strategy and Managing the Brand
- Managing Service Demand through Pricing and Distribution Strategies
- Developing an Integrated Marketing Communications Strategy for Services
- Optimizing Your Food and Beverage Menu
- Managing your Food and Beverage Operation Supply Chain

For complete course descriptions see sha.cornell.edu/online/mastercert-hosp

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

sha.cornell.edu/online/mastercert-hosp



The Hotel School
Cornell
SC Johnson College of Business