



MASTER CERTIFICATE IN REVENUE MANAGEMENT

Revenue management is cross-disciplinary and cross functional. The courses leading to a Master Certificate in Revenue Management provide the skills you need to maximize revenue in today's complex global market. Take a strategic approach that enables your team to push the levers that drive profits and performance.

This certificate provides you with in-depth training in the principles of revenue-cycle analysis and management and practice applying these principles. Create and manage customer demand, establish a marketing strategy built around well-designed control systems, and fine-tune yield management in your market.

The 14 courses in the core of the program cover financial topics, general and advanced revenue management, and marketing for new media, including social, mobile, and search. Choose from 14 elective courses to refine your focus in Restaurant Revenue Management, Hospitality Marketing, or Financial Management.

You can finish all of the courses in this program and earn your master certificate in as little as nine 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:

- Introduction to Hotel Revenue Management
- Forecasting and Availability Controls in Hotel Revenue Management
- Pricing Strategy and Distribution Channels in Hotel Revenue Management
- Overbooking Practices in Hotel Revenue Management
- Non-Traditional Applications of Hotel Revenue Management
- Pricing and Inventory Controls
- Price Sensitivity and Pricing Decisions
- Segmentation and Price Optimization
- Displacement and Negotiated Pricing
- Search Engines and Online Selling: Stimulating Incremental Demand
- Marketing the Hospitality Brand through New Media: Social, Mobile & Search
- Hospitality Customer Engagement Through New Media Marketing
- Understanding Financial Statements
- Using Ratio Analysis to Evaluate Financial Performance

Pricing & Registration

The eighteen-course certificate price is US\$7900. Register online at:

sha.cornell.edu/online/master-hrm

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Electives, choose four from below:

- Mastering the Time Value of Money
- Making Capital Investment Decisions
- Risk and Return: How to Identify, Measure and Incorporate Into Capital Budgeting Decisions
- Raising Capital: The Process, the Players, and Strategic Considerations
- Services Marketing Planning and Management
- Evaluating Business and Customer Factors Affecting Marketing Decisions for Services
- 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
- Introduction to Restaurant Revenue Management
- Managing Revenue with Service Cycle
- Managing Revenue with Table Mix
- Managing Revenue with Pricing

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

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The Hotel School
Cornell
SC Johnson College of Business