

E-CORNELL ADVANCED HOSPITALITY REVENUE MANAGEMENT CERTIFICATE PROGRAMME

Overview: Increasing sales and profits entails a comprehensive revenue management strategy. Doing this better than the other players in the market will produce a clear, competitive yield advantage for your business.

Context: This certificate program consists of five two-week courses. The series builds on the fundamental principles of pricing and revenue management to give you advanced tools and techniques to make strategic hotel pricing decisions, set inventory controls, and encourage demand manipulation to drive profits and overall organizational performance. You can complete all five courses and earn your certificate in as little as three months.

Objective: To upskill business representative who has at least three years of industry experience and is responsible for the financial performance of the property

Location: Online Course

Delivery: Delivered in 5 modules online

Who should attend: Business representative who has at least three years of industry experience and is responsible for the financial performance of the property

Date: Ongoing

Programme for eCornell Advanced Hospitality Revenue Management Certificate Programme

Content
<ul style="list-style-type: none">• Price and inventory controls• Price sensitivity and pricing decisions• Segmentation and price optimisation• Displacement and negotiated pricing• Search engines and online selling – stimulating incremental demand