INTRODUCTION

Revenue Management is based on techniques to analyze and influence the market in order to maximize the company incomes and profitability through the efficient sale of perishable inventory by using several practices involving marketing, distribution and specially inventory controls and rate strategies.

On a growing competitive market, Revenue Management has become a must to ensure company success and profitability. Only by knowing the market and being able to adapt and influence on it, success is possible.

AIMS

At the end of the course students will be able to implement and monitor a Revenue Management strategy on any company within the travel and hospitality industry that fulfills the minimum requirements to use Revenue Management techniques.

Students will learn to collect and analyze data to create accurate forecasts, define the best rate strategy and inventory controls to maximize each the revenue from each sale, analyze all distribution choices and decide the best option to reach the target client, etc.

Other skills will be acknowledged to efficiently implement, communicate and monitor results.

METHODOLOGY

During the course different methodologies will be used including PPT presentations, case studies, industry news analysis, exercises, discussions and demonstrations on real situations and even using live revenue management software.

EVALUATION

Each participant will be evaluated according to the acquired knowledge on the subject and the quality and consistency of their participation. No matter how high the evaluation on the participation may be, in order to get a passing grade on the subject, the participant needs to pass the written part of the evaluation.

Forty percent (40%) of the final grade will be based on the final exam. Another twenty percent (20%) will be based on the quality and consistency of the participation, and a final forty percent (40%) will be based on the assignment or exercises during the course.
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