

REVENUE MANAGEMENT 360 CERTIFICATE

Program Description

Revenue management is cross-functional and cross-disciplinary. The courses 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 consists of 18 two-week courses - 14 core and 4 elective courses - and 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.

Key Takeaways

- Describe hotel revenue management and its benefits and understand how to recommend room rates
- Implement strategies to increase revenue during different seasons
- Apply length-of-stay controls to your hotel
- Develop an overbooking approach and manage the issues associated with it
- Make the correct group-management decisions
- Develop your own functional revenue management plan and apply it to additional areas of your hotel
- Evaluate the effects of price, length of stay, demand, and availability controls on revenue
- Know how to distinguish between transient revenue management and negotiated selling
- Manage requests for group and negotiated business
- Effectively use search engine marketing and understand the role of online channels and the opportunities they provide
- Define, align, and refine a brand promise for your organization

What You'll Earn

- Revenue Management 360 Certificate from Cornell Hotel School
- 180 Professional Development Hours (18 CEUs)
- 13.25 Professional Development Units (PDUs) toward PMI recertification
- 12-36 HRCI recertification credits toward your PHR, SPHR or GPHR certification
- 6-30 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification

Who Should Enroll

- General managers
- Revenue and finance managers
- Hospitality professionals responsible for financial success

Total Investment

- 9 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Revenue Management 360 Certificate

Code	Title	Hours
Core Courses		
eCornell SHA531	Introduction to Hotel Revenue Management	0
eCornell SHA532	Forecasting and Availability Controls in Hotel Revenue Management	0
eCornell SHA533	Pricing Strategy and Distribution Channels in Hotel Revenue Management	0
eCornell SHA534	Overbooking Practices in Hotel Revenue Management	0
eCornell SHA535	Non-Traditional Applications of Hotel Revenue Management	0
eCornell HAME513	Understanding Financial Statements	0
eCornell HAME514	Using Ratio Analysis to Evaluate Financial Performance	0
eCornell SHA546	Marketing the Hospitality Brand Through Digital Media	0
eCornell SHA547	Implementing Brand Strategy Through Digital Media	0
eCornell SHA771	Price and Inventory Controls	0
eCornell SHA772	Price Sensitivity and Pricing Decisions	0
eCornell SHA773	Segmentation and Price Optimization	0
eCornell SHA774	Displacement and Negotiated Pricing	0
eCornell SHA775	Search Engines and Online Selling: Stimulating Incremental Demand	0
Elective Courses		
Select four of the following:		
eCornell HAME508	Mastering the Time Value of Money	0
eCornell HAME508	Making Capital Investment Decisions	0
eCornell HAME510	Risk and Return: How to Identify, Measure, and Incorporate Into Capital Budgeting Decisions	0
eCornell HAME510	Raising Capital: The Process, the Players, and Strategic Considerations	0
eCornell SHA520	Services Marketing Planning and Management	0
eCornell SHA520	Evaluating Business and Customer Factors Affecting Marketing Decisions for Services	0
eCornell SHA520	Building a Resilient Services Marketing Information System	0
eCornell SHA520	Developing a Service Strategy and Managing the Brand	0
eCornell SHA520	Managing Service Demand through Pricing and Distribution Strategies	0
eCornell SHA520	Developing an Integrated Marketing Communications Strategy for Services	0
eCornell SHA700	Introduction to Restaurant Revenue Management	0
eCornell SHA700	Menu Design and Engineering	0
eCornell SHA700	Optimizing Restaurant Space and Pricing	0
eCornell SHA700	Managing Meal Duration and Reservations	0
eCornell SHA700	Building Demand During Slow Periods	0