ADVANCED HOSPITALITY REVENUE MANAGEMENT: PRICING AND DEMAND STRATEGIES CERTIFICATE

Program Description

Increasing sales and profits entails a comprehensive revenue-management strategy that includes creating and managing customer demand and establishing a marketing strategy built around rigorous control systems. Doing this better than the other players in the market will produce a clear, competitive yield advantage.

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.

This program was developed with revenue-management expert Christopher Anderson, PhD, associate professor in the School of Hotel Administration at Cornell University. Professor Anderson's research focuses on revenue management and service pricing, and he advises world-renowned hospitality, service, and consumer goods firms on optimizing and executing their revenue-management strategies.

What You'll Earn

- Advanced Hospitality Revenue Management: Pricing and Demand Strategies Certificate from Cornell's Peter and Stephanie Nolan School of Hotel Administration
- 50 Professional Development Hours (5.0 Continuing Education Units CEUs)

Who Should Enroll

- General managers
- Revenue managers
- Marketing managers
- Hospitality professionals responsible their organization's financial performance

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Advanced Hospitality Revenue Management: Pricing and Demand Strategies (https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/advanced-hospitality-revenue-management-pricing-and-demand-strategies/).

Program Requirements

Code	Title	Hours
Required Courses		
eCornell SHA771	Price and Inventory Controls	
eCornell SHA772	Price Sensitivity and Pricing Decisions	
eCornell SHA773	Segmentation and Price Optimization	
eCornell SHA774	Displacement and Negotiated Pricing	
eCornell SHA775	Search Engines and Online Selling: Stimulating Incremental Demand	