



## Revenue Management Intermediate Course Outline

Subject Count: 6

Lesson Count: 28

Total Lesson Duration: 01:31:24

Subject	Lesson	Duration
1. Introduction to Revenue Management	1.1 The History of Revenue Management	02:39
	1.2 Revenue Management in Broader Perspective	02:56
	1.3 Revenue Management in the Hospitality Industry	03:19
	1.4 Revenue Management in Your Establishment	03:42
	<b>Total Subject Duration:</b>	<b>00:12:36</b>

2. Market Segmentation	2.1 Strategic Importance of Market Segmentation	02:27
	2.2 How to Segment a Market	03:21
	2.3 Guest Profiles	03:04
	2.4 Guest Value	03:44
	2.5 Business Segment Mix Analysis	03:17
	<b>Total Subject Duration:</b>	<b>00:15:53</b>
3. Pricing	3.1 Introduction to Pricing	02:23
	3.2 Economic Principles	03:15
	3.3 Basic Concepts to Determine Selling Price	03:31
	3.4 Pricing in Practice	03:14
	<b>Total Subject Duration:</b>	<b>00:12:23</b>
4. Distribution Management	4.1 Reservation and Distribution Channels	02:41
	4.2 Online Travel Agencies and Related Internet Media	04:39
	4.3 A Closer Look at Booking.com	03:03
	4.4 Balancing Your Establishment's Digital Marketing Presence	02:44

	4.5 Channel Analysis and Selection Process	04:40
	<b>Total Subject Duration:</b>	<b>00:17:47</b>
5. Market Analysis and Forecasting	5.1 Introduction to Forecasting	01:39
	5.2 Managing Demand	03:03
	5.3 External Factors	03:23
	5.4 The Forecasting Process	03:49
	<b>Total Subject Duration:</b>	<b>00:11:54</b>
6. Strategies and Operating Ratios	6.1 Introduction	02:56
	6.2 Strategies for Optimising Revenue	04:25
	6.3 Revenue Management Operating Ratios – Part 1	03:28
	6.4 Revenue Management Operating Ratios – Part 2	03:09
	6.5 Revenue Management Operating Ratios – Part 3	03:27
	6.6 Conclusion	03:26
	<b>Total Subject Duration:</b>	<b>00:20:51</b>
	<b>Total Lesson Duration:</b>	<b>01:31:24</b>

