

## COURSE DESCRIPTION

### SALES AND REVENUE MANAGEMENT

1. Bachelor degree:	Hotel and Relationship Management
2. Course:	Sales and Revenue Management
3. Semester:	5th semester – 3.year
4. Credits:	10
5. Course co-ordinator:	Assistant Professor Kari Einarsen
6. Contact hours:	The lecturer is obliged to spend 50 h with the students in the classroom
7. Prerequisites:	
8. Course description:	<p>Sales- and revenue management offers insight and understanding into how hotel sales and revenue management are planned, implemented and made use of in the day to day operation of hotel and restaurant enterprises. The students will obtain knowledge on how sales divisions within hotel chains and independent hotels are organised and will get to know how these function. In addition, the students will learn about the various tools that are used for revenue estimation, statistics and the general reports within hotel and sales revenue management. Revenue management is used as a tool to optimise income/revenues. The students will get to know how this tool may affect the income/revenues. Through sales process simulation and the use of sales revenue tools the students will obtain practical and theoretical knowledge about this area of the hotel profession.</p>
9. Goals:	<p>Upon completion of the course the students will be able to perform tasks within hotel and restaurant sales. The students will be able to assess results and assess statistical estimation used within revenue management and for the general reporting within the hotel.</p>
10. Topics:	The course is divided into four parts::

	<p>Planning:</p> <p>Sales budgets, revenue optimisation</p> <p>Sales planning and activities, measure planning</p> <p>Package solution design, pricing</p> <p>Statistics and reporting</p> <p>Customer segments and profiles</p> <p>Various gauges to be used in the planning phase</p> <p>Implementation:</p> <p>Customer charting</p> <p>Proactive sales, external sales</p> <p>Telemarketing, sales techniques</p> <p>Joint agreements, various agreement standards</p> <p>Setting up contracts, obligations and rights in joint agreements</p> <p>International collaborators. Why are they important and what types of collaborative areas are in place?</p> <p>Implementations of agreements, customer follow-up</p> <p>Customer nourishment</p> <p>Production sales, various types of multiple sales</p> <p>Various gauges for the implementation phase</p> <p>Administration</p> <p>Organising sales dept, chain management versus independent hotels</p> <p>Reporting, statistics</p> <p>Manager's responsibility of seller follow-up</p> <p>Sales meetings, agenda and follow-up</p> <p>Seller employment, employee profiles, position requirements, wage systems</p> <p>Revenue Management:</p> <p>Areas of responsibility and limitations</p> <p>Budgeting and planning</p> <p>Sales channels, structure, development and future</p>
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	<p>visions</p> <p>Pricing, price mechanisms, price strategies</p> <p>Yield, capacity optimisation, day to day RM management</p> <p>Cooperation with remaining departments, sales, reception, booking</p> <p>Statistics and reporting.</p> <p>Technical tools/aids</p>
11. Teaching methods:	The course contains lectures, discussion foras, self-study and case work.
12. Assessment (formative and summative):	The formative assessment contains a three part case study where students in groups will carry out three reports and an oral presentation all of which will count towards 40% of the final grade. In addition, students will have a 3 h individual exam without aid counting 60% of the final grade.
13. Compulsory literature with number of pages and prize per book or compedium	<p>Ingold A. et al (2001) Yield management strategies for the service industries. 2<sup>nd</sup> edition, Continuum Publishing Group, New York, 342 pp, Nkr 395,-</p> <p>Berg, P.A. (2002) Coaching – hvordan beholde og utvikle selgere. J.W. Cappelens Forlag as, Oslo, 358 pp, Nkr 398,-</p> <p>Various articles will be handed out in class.</p>
14. Suggested literature:	