

COURSE DESCRIPTION

SRM3100 Sales and Revenue Management

1. Degree	Bachelor of Hotel and Relationship Management
2. Year/semester	3 rd year – 5 th semester
3. Credits	10
4. Course instructor	Assistant Professor Kari Einarsen
5. Contact hours	50 hours
6. Prerequisites	General study qualifications and knowledge of economics equivalent to 10 credits.
7. Learning goals	Upon completing the course, the student should be capable of carrying out strategic planning within the hotel and restaurant sales sector. The student should understand result measurements and the statistical concepts and calculations which are used in revenue management and general reporting in a hotel.
8. Course contents	Sales management and revenue management provides insight into and understanding of how hotel sales and revenue management are planned, executed and employed in the daily operation of hotel and restaurant enterprises. Students will acquire knowledge about how sales departments in hotel chains and independent hotels are constructed, and how they function. In addition, students will become familiar with various tools which are used for measuring results, statistics and general reporting within hotel sales and revenue management. Revenue management is used as a tool for optimising incomes. Students will gain an understanding of how the proper use of this tool can influence profits. By simulation of sales processes and using the revenue management tool, students will gain practical and theoretical knowledge of this aspect of hotel operations.

The course is divided into four units:

1. Planning:

- Sales budgets, income optimisation
- Sales plans and sales activities, initiative plans
- Design of package plans, price-setting
- Statistics and reports
- Customer segments and customer profiles
- Various ways of approaching the planning stage

2. Implementation:

- Customer mapping
- Proactive sales, external sales
- Telephone sales, sales techniques
- Cooperation agreements, various contract standards, formation of a contract, duties and rights in cooperative agreements.
- International cooperative partners. What is the effect, and what types of cooperation exist?
- Implementation of agreements, customer follow-up, customer support
- Sales in the operation, various types of incremental sales
- Use of various methods in the implementation phase

3. Administration:

- Organisation of sales department, chains versus independent hotels
- Reporting, statistics
- Manager's responsibility to follow-up of salespersons
- Sales meetings, agenda and follow-up

4. Revenue Management:

- Areas of responsibility and defining limits
- Budgeting and planning
- Sales channels, structure, development and future planning
- Pricing, pricing mechanisms, price strategies

	<ul style="list-style-type: none"> • Yield, capacity optimisation, daily operation of RM • Cooperation with other departments, sales, reception, booking • Statistics and reporting • Technical tools/aids
9. Method of instruction	The course includes lectures and discussions in class. Students will present various kinds of assignments in class. The students are required to invest considerable efforts in the learning process.
10. Assessment	Mid-term exam, group assignment (4 weeks) which counts for 40% of the course grade. 3-hour individual examination counts for 60 % of the course grade.
11. Course syllabus	<p>Berg, Petter A. 2002. <i>Coaching: hvordan beholde og utvikle selgere</i>. 2. utg. Oslo: Cappelen akademisk. ISBN: 82-02-21787-3. (358 pages) Price: 398,-</p> <p>Yeoman, Ian, Anthony Ingold, and Una McMahon-Beattie. 2000. <i>Yield Management: Strategies for the Service Industries</i>. 2. ed. London: Continuum. ISBN: 0-8264-4825-9. (342 pages) Price: c. 500,-</p>
12. Recommended reading	Articles etc. which will be handed out in class.