

## COURSE DESCRIPTION

### SRM2100 Sales and Revenue Management

1. Degree	Bachelor in Hotel Management Bachelor in Tourism Management
2. Year/semester	2 <sup>nd</sup> year – 4 <sup>th</sup> semester
3. Credits	30
4. Course instructor	Lecturer Henning Friberg
5. Contact hours	150 hours
6. Prerequisites	General admission requirements.
7. Learning goals	<p>The course will provide students with insight and understanding of sales and revenue management, and how this knowledge may be applied in the hotel and tourism sector.</p> <p>It is an overall goal that students should gain knowledge of how sales and revenue management can affect the economic development of hotel and tourism businesses.</p> <p>After completing the course, students should be capable of planning and completing sales activities, understand how revenue management works in hotel or tourism enterprises, and possess basic knowledge of sales management.</p>
8. Course contents	<p>The course is divided up into two main areas:</p> <ul style="list-style-type: none"><li>• Sales and Sales Management</li><li>• Revenue Management</li></ul> <p>Sales and Sales Management focuses on:</p> <ul style="list-style-type: none"><li>• Purchase Behaviour in the consumer market, the private industrial market and the public market</li><li>• Relationship between marketing and sales</li><li>• Key factors in successful sales efforts</li><li>• Organization of sales work</li><li>• Sales process and sales techniques</li></ul>

	<ul style="list-style-type: none"> <li>• Legal aspects related to sales</li> <li>• Recruitment and selection</li> <li>• Motivation and training</li> <li>• Organization of sales</li> <li>• Budgeting and forecasting</li> <li>• Key account management</li> </ul> <p>Revenue Management focuses on:</p> <ul style="list-style-type: none"> <li>• Revenue management principles and models</li> <li>• Organization of revenue management departments</li> <li>• Areas of responsibility and authority of revenue managers</li> <li>• Implementation of revenue management</li> <li>• Case studies from the hotel and tourism industry</li> <li>• Quantity-based revenue management</li> <li>• Capacity controls, models and methods</li> <li>• Strategic pricing, theory and models</li> <li>• Dynamic pricing</li> <li>• Client behaviour patterns and responses</li> <li>• The market response in relation to the introduction of revenue management</li> <li>• Client objections - price elasticity</li> </ul>
<p>9. Method of instruction</p>	<p>The scheduled classes are organised into lectures and discussions in class. During the course of the semester, students will complete two projects that will be presented in class.</p>
<p>10. Assessment</p>	<p>Two mid-term examinations in the form of projects, each of which counts 20 % of the final grade. The projects will be completed in groups of up to three students.</p> <p>Students will receive guidance on the projects that will be registered by the course instructor.</p> <p>The individual written final examination counts 60 % of the final grade. Questions will be drawn from the entire curriculum, and students will be given the opportunity to present and discuss central topics.</p>

11. Course syllabus	<p>Capon, Noel. 2001. <i>Key Account Management and Planning. The Comprehensive Handbook for Managing your Company's Most Important Strategic Asset</i>. New York: The Free Press, Simon &amp; Schuster, Inc. ISBN: 0-7432-1188-X. (462 pp.) (Not available; printed in as a compendium and available at Norli Bookshop) Price: NOK 299.</p> <p>Ingold, Anthony (ed), Ian Yeoman (ed.) and Una McMahon-Beattie. 2001. <i>Yield Management. Strategies for the Service Industry, (2nd edition)</i>. London: Thomson Learning. ISBN: 978-0-8264-4825-5. (342 pp.). Price: NOK 473.</p> <p>Jobber, David, and Geoffrey A. Lancaster , 2009. <i>Selling and Sales Management (8<sup>th</sup> edition)</i>. Essex: Pearson Education. ISBN: 978-0-273-72065-2. (532 pp.). Price: NOK 440.</p> <p>Nagle, Thomas T, and John Hogan, 2006. <i>The Strategy and Tactics of Pricing: A Guide to Growing More Profitably (4th Edition)</i>. New Jersey: Pearson Education, Inc. ISBN: 0-13-185677-4. (347 pp.). Price: NOK 705.</p> <p>Talluri, Kalyan T. and Garrett J. Van Ryzin. 2005. <i>The Theory and Practice of Revenue Management</i>. New York: Springer Science + Business Media, Inc. ISBN: 978-0-3872-4376-4 (746 pp.). Price: NOK 936.</p>
12. Recommended reading	Articles etc. which will be handed out in class.