



COURSE DESCRIPTION

SRM2100 Sales and Revenue Management

1. Degree	Bachelor in Hotel Management Bachelor in Tourism Management
2. Year/semester	2 nd year – 4 th semester
3. Credits	30
4. Course instructor	Lecturer Henning Friberg
5. Contact hours	150 hours
6. Prerequisites	General admission requirements.
7. Learning goals	<p>Knowledge: 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. It is an overall goal that students should gain knowledge of how sales and revenue management can affect the economic development of the hotel and tourism business.</p> <p>Skills: After completing the course, students should be capable of planning and completing sales activities, understand how revenue management work in the hotel and tourism enterprises, and possess basic knowledge of the sales management</p> <p>Attitude: After completing the course, students should be aware of the ethic responsibility following the practise of sales management and revenue management. Techniques and methods should be applied in a responsible way towards employees and customers. Respect and understanding for consumer behaviour and objections with the use of dynamic pricing.</p>
8. Course contents	<p>The course is divided up into two main areas:</p> <ul style="list-style-type: none">• Sales and Sales Management• Revenue Management <p>Sales and Sales Management focuses on:</p> <ul style="list-style-type: none">• Purchase behaviour in the consumer market, private

	<p>industrial market and the public market.</p> <ul style="list-style-type: none"> • Relationship between marketing and sales • Key factors in successful sales efforts • Organization of sales work • Sales process and sales techniques • Legal aspects related to sales • Recruitment and selection • Motivation and training • Budgeting and forecasting • Key account management <p>Revenue Management focus on:</p> <ul style="list-style-type: none"> • Revenue management principles and models • Organization of revenue management departments • Areas of responsibility and authority of revenue managers • Implementation of revenue management • Case studies from the hotel and tourism industry • Quality-based revenue management • Capacity controls, models and methods • Strategic pricing, theory and models • Dynamic pricing • Client behaviour patterns and responses • Customers knowledge and consumer behaviour • Market segmentation and selection • Economic principles and demand forecasting • The market response in relation to the introduction of revenue management • Client objections – price elasticity
<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 the class</p>

10. Assessment	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 3 students. Students will receive guidance on the projects that will be registered by the course instructor. The individual written final examination counts 60% of the final grad. Questions will be drawn from the entire curriculum, and students will be given the opportunity to present and discuss central topics.
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 & Schuster, Inc. ISBN: 9781451624236. Pages: 480. Price: NOK ca. 230,-</p> <p>Ingold, Anthony, Ian Yeoman og Una McMahon-Beattie, red. 2001. <i>Yield management. Strategies for the service industry.</i> 2. utg. London:Continuum. ISBN: 9780826448255. Pages: 368. Price: NOK ca. 460,-</p> <p>Jobber, David og Geoffrey A. Lancaster. 2009. <i>Selling and sales management.</i> 8. utg. Harlow : Prentice Hall/Financial Times. ISBN: 9780273720652. Pages: 568. Price: NOK ca. 410,-</p> <p>Nagle, Thomas T. og John P. Hogan. 2010. <i>The strategy and tactics of pricing: A guide to growing more profitably.</i> 5. utg. Upper Saddle River, N.J.: Pearson/Prentice Hall. ISBN: 9780132546133. Pages: 352. Price: NOK 540,-</p> <p>Tranter, Kimberly A., Trevor Stuart-Hill og Juston Parker. <i>Introduction to revenue management for the hospitality industry: Principles and practices for the real world.</i> Pearson Education. ISBN: 9780131885899. Pages: 352. Price: NOK 529,-</p>
12. Recommended reading	Johnston, Mark W. og Greg W. Marshall. 2009. <i>Churchill/Ford/Walker's sales force management.</i> New York: McGraw-Hill Irwin. ISBN: 9780071220910.