

# Certificate in Revenue Management

Online Course  
Starting -09/02/2021

<b>DURATION:</b>	12 WEEKS (FINISH May 2021)
<b>DELIVERY:</b>	2 HALF DAYS/WEEK ONLINE
<b>QUALIFICATION:</b>	LEVEL 7 SPECIAL PURPOSE AWARD
<b>COST:</b>	€1240 PER PERSON - €695 WITH FUNDING FROM SOUTH KERRY SKILLNET

**Revenue Management for the Hotel Industry** – The role of a revenue manager, ethics and revenue management value, the pillars of pricing, Strategic & Differential pricing, pricing strategies & models, Demand forecasting & strategic pricing, overbooking, Inventory management, Distribution channel management and revenue performance metrics.

**Front Office Operations & Customer Relationship Management** – Selling hotel facilities, statistics & reports, the guest profile, individual & group reservations, PMS, CRM & GDS systems, distribution channels, customer typologies, managing customer contact.

**Business Reporting** – Practical skills in the analysis of business data, Model for computation, Datasets and problem-solving and analysis techniques to support business decision-making.

**Digital Marketing** – Knowledge and skills to plan, implement and manage a digital marketing campaign. Characteristics, advantages and disadvantages of digital marketing tactics. Digital channels to support strategic communications and commercial objectives.

**Whoshould apply** – Those who are employed with relevant experience in the industry and who want to upskill. This course is geared at previous or potential reservations/revenue managers, Front office managers/supervisors, general managers and deputy managers as well as members of the sales team.

**Entry Requirements:** Level 6 qualification or equivalent with relevant work experience

**For further details and to register:**

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