

REVENUE MANAGEMENT

ACQUIRE ADVANCED SKILLS IN REVENUE MANAGEMENT
IN RESPONSE TO CORPORATE NEEDS FOR HIGH
MANAGERIAL PROFILES

13 - 20 July 2020

Revenue management is about understanding, anticipating and influencing customer behaviour with the end goal of increasing revenues and optimizing profits through three strategic levers: price, time and space.

With today's complexity of technology and the evolving distribution landscape, revenue managers must fill a key strategic role where additional soft skills are required as a result of increasing automation.

The curriculum provides in-depth study and analysis of revenue management, from fundamentals to the latest developments.

Particular emphasis is placed on the distribution landscape as well as F&B revenue management.



KEY FACTS

- ◀ Created and taught by leading professors and experts in revenue management
- ◀ Prominent guest speakers from the field
- ◀ 48 lecture hours and real-life case studies (3 modules of 2 days each)
- ◀ Small class groups to work on real business cases
- ◀ Graduate certificate (3 ECTS) awarded to students in possession of a bachelor's degree who attend the complete course and pass a final exam
- ◀ Language: English

MODULES

- ◀ Revenue Management (16h)
- ◀ Forecasting and F&B revenue management (16h)
- ◀ The new frontiers of revenue management and a final consultancy project (16h)

REQUIREMENTS

- ◀ Bachelor's degree in any discipline
- ◀ Open to professionals, including current revenue managers, room division managers, reservation managers, sales & marketing managers, financial managers or General Managers who wish to strengthen their knowledge
- ◀ High motivation and aptitude for an intensive work pace, professional challenges and international experience
- ◀ Proven level of English competence

CONTACT US

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