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# Strategic Pricing & Yield Management

Academic course



**Level of course unit:** Master

**ECTS:** 3

**Language of Instruction:** English

**Course Dates:** tbd

Course will take place on site at the MCI in Innsbruck

**Learning Outcomes:**

Competencies in designing pricing strategies in the hospitality sector and other industries distribution concepts.

**Course Contents**

- Hotel Revenue Management
- Hotel Distribution Channels
- Hotel Revenue Management structure
- Factor Effecting Revenue Channels Productiveness
- Trends and Issues related to Revenue Management
- Pricing Management
- Sales Management
- Social Networking Management
- Forecasting
- Optimisation

**Contact Person for registration:**  
[internationalcentre@ulyseus.eu](mailto:internationalcentre@ulyseus.eu)

**Application Deadline:** 31.08.2022

**Available Spots:** 3

**Fee:** EUR 20, 70 (Austrian Students' Union Fee)




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