
Strategic Pricing & Yield Management

Academic course



Level of course unit: Master

ECTS: 3

Language of Instruction: English

Course Dates: 03.11.,05.11.,09.11.2022, written group project
Course will take place on site at the MCI in Innsbruck, 09.11.
(online)

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@ulyssseus.eu

Application Deadline: 02.09.2022

Available Spots: 3

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




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