HOSPITALITY LODGING REVENUE MANAGEMENT — SMGT 1684

A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 3.00
- **Lab Hours/Week:** 0.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

Revenue management key concepts and the selective applications of effective strategies and tactics have become critical for hospitality lodging operations. Exploration of revenue maximization strategies and their operational aspects provides students with a clear overview of this important discipline.

B. Course Effective Dates: 8/27/12 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Ability to explain how demand is generated
2. Ability to forecast demand
3. Ability to measure performance using internal and external measures
4. Be familiar with the challenges of lodging properties in measuring the success of revenue management strategies
5. Explain how pricing and other revenue streams effect revenue management decisions on a strategic level
6. Explain the concept of revenue management
7. Identify opportunities to manage distribution channels for the greatest effect
8. Identify when the use of revenue management is necessary
9. Perform and use displacement analysis
10. Recognize the capabilities of automated revenue management systems and their downfalls

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
As noted on course syllabus

G. **Special Information**

None noted