

Strategic Pricing in Hospitality (STRA801_HMRCY)



En bref

- **Langues d'enseignement:** Anglais
- **Méthodes d'enseignement:** En présence
- **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

- Describe the main components/dimensions of a price in Hospitality & the Services Industry
- Define the various pricing methods that companies can use to boost their revenues
- Initiate a pricing strategy in line with your business's profile & priorities
- Describe how demand-based pricing is effectively used in Services, from static, to flexible and dynamic models
- List the benefits and impacts of a dynamic pricing strategy on the revenue optimization process of a business
- Explain how dynamic pricing tactics are applied per type of day
- List the steps to design a dynamic pricing grid
- Set a hotel pricing grid for public rates

Heures d'enseignement

CM	Cours Magistral	10h
TD	Travaux Dirigés	2h

Pré-requis obligatoires

- Either students have attended the « Fondamentaux du Revenue Management » course in Semester 1
- Or they have studied this course by themselves (Exchange students)

Plan du cours

- Pricing Components (value, psycho, costs, market, demand)
- Pricing Methods (flexible, dynamic)
- Pricing Strategy set up
- Pricing performance monitoring & assessment

Compétences visées

- Pricing Strategies (cost-based, market-based, value-based)
- Pricing Tactics (price points, discrimination)
- Distribution & Pricing by channel
- Pricing versus volume in Revenue Management
- Pricing Performance

Bibliographie

Hotel Pricing in a Social World – Driving Value in the Digital Economy

Author: Kelly A. McGuire

Edition: Wiley

Infos pratiques

Contacts

Responsable du cours

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