

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

Strategic Pricing in Hospitality - CM	Cours Magistral	10h
Strategic Pricing in Hospitality - 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
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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
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Bibliographie

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

Author: Kelly A. McGuire

Edition: Wiley

Libellé court : STRA801_HMRCY

Nature : EC

Infos pratiques

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Campus

› Chambéry / campus de Jacob-Bellecombette