

# 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
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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

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### Lieux

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

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### Campus

› Chambéry / campus de Jacob-Bellecombette