HRTM 154 Revenue Management Teaching Notes

| Week | Date | Topics, Readings, Assignments, Deadlines |  |
| --- | --- | --- | --- |
| 1 | Jan 23 | Introduction | Introduce syllabus  Define RM |
| 2 | Jan 28. | Chapter 1: Introduction to Revenue Management (RM) |  |
|  | Jan 30 | History of RM |  |
| 3 | Feb 4 | Chapter 2: Strategic Pricing  Quiz one |  |
|  | Feb 6 | Break-even Analysis |  |
| 4 | Feb 11 | Chapter 3: Value |  |
|  | Feb 13 | Case study |  |
| 5 | Feb 18 | Chapter 4: Differential Pricing |  |
|  | Feb 20 | Cont. Chapter 4 |  |
| 6 | Feb 25 | Chapter 5: The Revenue Manager's Role |  |
|  | Feb 27 . | Revenue Team |  |
| 7 | March 3 | Review for Part I |  |
|  | March 5. | Mid-term Examination |  |
| 8 | March 10. | Part II: REVENUE MANAGEMENT FOR HOTELIERS |  |
|  | March 12. | Chapter 6: Forecasting Demand |  |
| 9 | March 17. | Chapter 7: Room Inventory a |  |
|  | March 19. | Price Management |  |
| 10 | March 24. | Quiz 2 |  |
|  | March 26. | Project |  |
| 11 | March 30 to April 3 20202 | Spring Break |  |
|  | April 7. | Chapter 8: Distribution Channel Management |  |
| 12 | April 9 | Third party reservations |  |
|  | April 14 | Chapter 9: Evaluation of Revenue Management Efforts in Lodging |  |
| 13 | April 16. | PART III: REVENUE MANAGEMENT FOR FOODSERVICE OPERATORS  Chapter 10: Revenue Management for Food and Beverage Services |  |
|  | April 21 | Chapter 11: Evaluation of Revenue Management Efforts in Food and Beverage Services |  |
| 14 | April 23 | Chapter 11 cont. |  |
|  | April 28 | Quiz |  |
| 15 | May 5 | PART IV: REVENUE MANAGEMENT IN ACTION  Chapter 12: Specialized Applications of Revenue Management |  |
|  | May 7 | Chapter 13: Building Better Business |  |
| 16 | May 12 | Research paper presentation (1). |  |
|  | May 14. | Research paper presentation (2). |  |
| 17 | May 19 | Research paper presentation (3).  Review |  |
| Final Exam | May 20 | 7:15 to 9:30 pm. |  |