

REVENUE MANAGEMENT - Lyon (France) • Courses in French

Revenue Management, essential in the hospitality industry, consists in developing strategies that exploit on one hand, all the turnover development opportunities and on the other hand, profitability. Marketing, communication and management skills are particularly required to be involved in the RM specialization. Ubiquitous in hotel trades, it helps to develop the business on ultra-competitive markets and requires a daily reappraisal for the hotels to remain leaders.

The anticipation and responsiveness are essential qualities for the future Revenue Manager. These skills allow him to develop sales strategies tailored to the moment while being changed depending on market reactions.

Enrollment expenses: € 350

Tuition fees: € 9.000

The study cycle process:

Management 4	Academic semester
Management 5	Academic semester
	Management Training