



4 Courses

The fundamentals of hotel distribution

The Fundamentals of Revenue Management: The Cornerstone of Revenue Strategy

Demand management: Breaking down today's commercial silos

Hôtel "De l'étoile" - a hotel in crisis?



Jun 29, 2021

Irina Akutova

has successfully completed the online, non-credit Specialization

Hotel Management: Distribution, Revenue and Demand Management

Market hospitality services, manage demand, and optimize revenue. This Specialization covers the basics of hotel demand management, distribution, and revenue management, how e-commerce intermediaries such as online travel agencies are impacting the already-complex hospitality sector, and tools and techniques that help effectively market hospitality services and maximize business revenue in this new global industry landscape. The final Capstone Project, evaluate the importance of hotel branding in business success through a hands-on, real-world case study.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Peter O'Connor
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