

# Revenue Management Lesson Outline

<b>Goal</b>	The goal of this presentation is for the learner to understand the purpose of, and processes involved with revenue management.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• After completing this lesson the learner will be able to:</li> <li>• Explain the role of the revenue manager.</li> <li>• Define the 9 meeting basics.</li> <li>• Explain strategies to maximize revenue.</li> </ul>
<b>Length</b>	This lesson will take approximately 45 minutes to complete.
<b>Content outline</b>	<ul style="list-style-type: none"> <li><b>I. What is Revenue Management</b> <ul style="list-style-type: none"> <li>▪ Why do hotels need revenue management?</li> </ul> </li> <li><b>II. Role of Revenue Manager</b></li> <li><b>III. Revenue Meeting</b> <ul style="list-style-type: none"> <li>▪ Meeting Basics</li> <li>▪ RevPar</li> </ul> </li> <li><b>IV. Strategies for Maximizing Revenue</b></li> </ul>
<b>Learning Activities</b>	<p>Learners will engage in the following activities during this lesson</p> <ul style="list-style-type: none"> <li>• In Class Discussion</li> <li>• Out of Class research/assignments</li> </ul>
<b>Evaluation Strategy</b>	Students mastery of the content may be evaluated using quizzes or exams.