DATE: March 27, 2018

TO: Randy Hannum, Chair

College Council Curriculum Committee

FROM: Curriculum Subcommittee

Tina Kao, Wm. Edward Roberts (Chair), Ryoya Terao

RE: Final Report for Proposal 17-15 New Course HMGT 4902 Hospitality Revenue Management

**NEW COURSE**

1. **Course title: HMGT 4902 Hospitality Revenue Management**

Course credits, hours: 3 Credits,

Prerequisite: MAT 1272 or higher statistics, HMGT 3501, HMGT 3502, HMGT 3601, HMGT 3602

Pre/Co-Requisite: HMGT 4702

Introduction to theoretical understanding and practical application of revenue management in the hospitality and tourism industries. Topics include the history of revenue management, performance metrics and analysis, technology, social web, big data, pricing policies and applications in food and beverage operations. Exploration of current and emerging trends in revenue management.

**RATIONALE:**

A core understanding of the fundamentals of revenue management and its link to marketing analytics and pricing strategy is becoming increasingly critical to the success of future hospitality industry managers and their organizations. These attributes coupled with the hospitality industry's significance to the local economy regarding employment suggest this course a worthy study. Exploration of the field of revenue management will offer Hospitality Management students the opportunity to be conversant with a customer-centric approach to profitability management.

**Strengths**

This course will be offered to Hospitality Management Bachelor of Technology students as an area of focus elective, once per year. Expected student count is 25 students per semester.

Revenue Management applies several concepts introduced in HMGT 4702 Hospitality Service Marketing and Management, such as customer relationship marketing, channel distribution, and marketing mix.

**Weaknesses**

None

**Subcommittee activities**

The subcommittee suggested minor modifications. A revised course proposal was provided.

The subcommittee and proposers also met with Provost Bonne August, Associate Provost Pamela Brown, and Kim Cardascia. Changes and suggestions were made and these were implemented into the final version of the proposal.