

INFORMATION	
Year	3/4
Credits	15 EC
Prerequisites	Completion of Year 1 of any NHL Stenden Management Degree
Linked program(s)	IB
Offered	Module 1,2,3 & 4
Module coordinators	Clare du Plessis (clare.du.plessis@stenden.com)

INTRODUCTION

All industries are competitive, however, the hospitality and tourism industry is said to be a lot more competitive than most. We are in a industry which experiences very high fixed costs and we have to think of ways in which we can cover these expenses, no matter how lean we have to make ourselves. Strategic Revenue and Reputation Management is the use of revenue management optimization methodologies and marketing tactics, to try and boost revenues in these industries, to try and drive revenue and increase the companies profitability.



WHAT CAN YOU EXPECT FROM THIS MINOR?

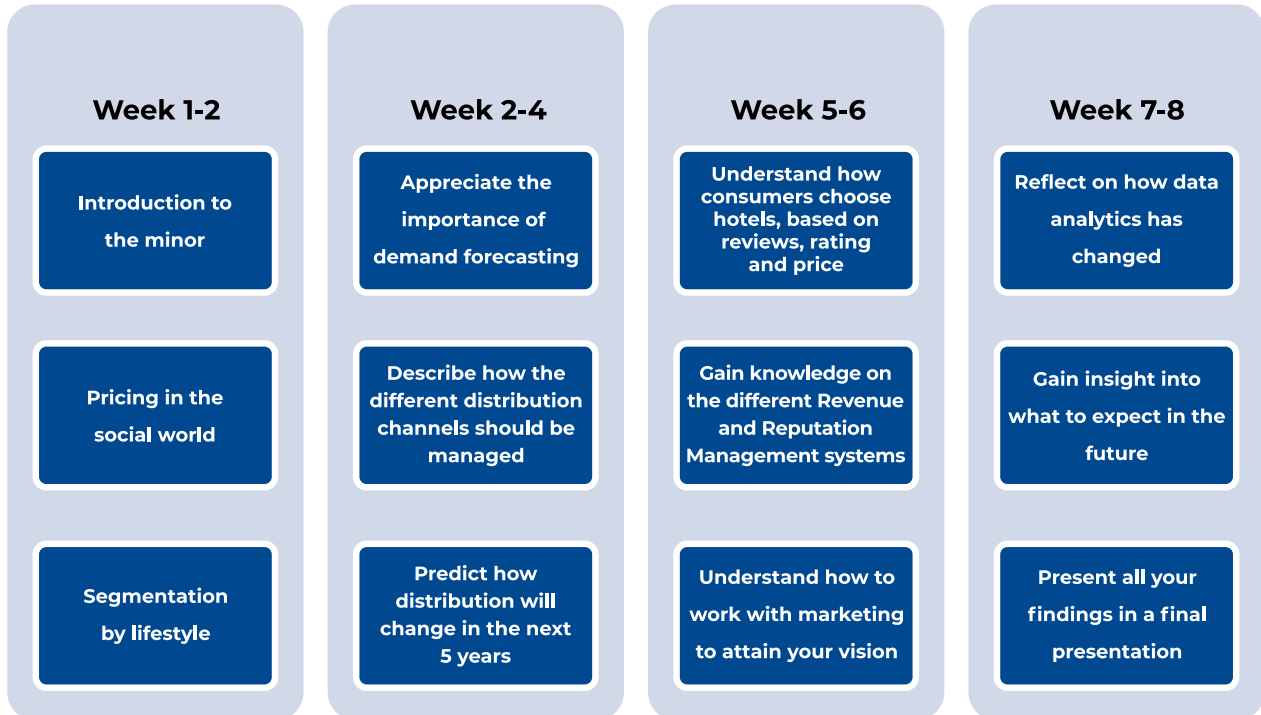
CONTENT	METHOD OF DELIVERY
Exposure to companies that have displayed exceptional Revenue Management practices or have had a major impact on Revenue Management in hotels.	Student Led Seminars
Boardroom style discussions addressing latest trends within the Hotel Revenue Management Industry.	CBL's
A breakdown of all the areas that make up Revenue and Reputation Management.	Lectures
Experts from the industry will provide you with great insight as to what is happening in the industry.	Guest Lectures, webinars, site visits
An additional certificate will be awarded certifying that you have been trained on how to analyse STR reports.	STR lectures
To develop a revenue infrastructure for a newly opened hotel in Cape Town.	Module assignment



STRATEGIC REVENUE AND REPUTATION MANAGEMENT

MODULE BREAKDOWN

The figure below outlines the themes that will be covered in the module throughout the first 8 weeks. Week 9 is assessment week and revolves around presenting the findings through written assignments, presentations and a test.



Many assume that revenue management is all about the numbers, but it has been proven in recent years to be more of a strategic role. Many hotel chains and independent hotels, will not employ a general manager without some sort of revenue management and marketing experience. This is an exciting module that looks at best practices in the industry, exposing students to various aspects in the Revenue and Reputation management world.



ASSESSMENT STRUCTURE

ACTIVITY	WEIGHT OF FINAL MARK	MAXIMUM POINTS	TOTAL POINTS	ASSESSED BY
FORMATIVE ASSESSMENT				
CBL	19%	80		CBL Tutor
Student Led Seminars - Participation	21%	60		Module coordinator
Student Led Seminars – own Presentation		30		Module coordinator
TOTAL	40%	170		
SUMMATIVE ASSESSMENT				
Module Assignment	Report and system – 14%	60		Module coordinator
	Presentation – 10%	40		
STAR Certification	Test – 36%	150		Module coordinator
TOTAL:	60%	250		
Total marks for 15 EC in Progress			420	

