

HSMAI Europe – Commercials Specialization Program

Objective

The HSMAI Europe Strategy Program is designed to provide graduate students and professionals affiliated with HSMAI Europe-affiliated schools/members an in-depth understanding of hospitality strategy, focusing on the commercial segment of business. With a key emphasis on practical application, the program aims to develop participants' analytical and strategic thinking skills, enabling them to apply theoretical knowledge to real-world challenges through mentorship, case studies, and industry-driven projects. The course facilitates European networking opportunities, connecting participants with industry experts and peers, and positions them for career advancement by offering support during critical transitions. The program's objective is to create a collaborative learning environment that fosters continuous improvement, ensuring participants are well-prepared for leadership roles within the ever-evolving hospitality industry.

Total Classes (12 classes)

Class Size: 20-25 students

Program Duration: 3 Months

Format: 100% Online

Efforts: 4-5 hrs per week

Model: Instructor Led

Classes: Monday & Wednesday

Courses:

1. **Maximize Profitability: Advanced Revenue Management:** Introduction to the principles and strategies of revenue management in the hospitality industry. (Overbooking, RevPAR, Pricing Strategy, Distribution Channels, Segmentation, Displacement, Revenue Management tools – OTA Insight and other HSMAI Europe vendors members will be invited to participate too, learn to read financial summary report)
2. **Sales & Marketing Fundamental for Success:** Exploration of comprehensive sales and marketing approaches within the hospitality sector. (Market segmentation and targeting, Personalization, Loyalty Programs, Content marketing, Customer Relationship Management, Data-Driven Decision Making, Promotion and Packages, Banquet optimization)
3. **Digital Marketing in Hospitality:** Application of digital marketing techniques and strategies specific to the hospitality industry. (Third Part extranets – Booking.com, Expedia, Geo-targeting, Email campaigns, WhatsApp campaigns, Instagram Campaigns, Organic Social Media marketing, SEM, SEO, influencer marketing)
4. **Strategic Hospitality Ventures: Case Studies in Success:** Analysing and distilling key strategies from successful hospitality ventures worldwide. (Success stories and analysis of hospitality brands in Revenue, Sales & Marketing).
5. **Real Business Case Studies:** Engage in hands-on projects designed for excellence, applying strategic principles to real-world scenarios and honing practical skills. (Working with industry professionals on real life projects)
6. **Industry Insights: Trends and Tactics:** Gain valuable industry insights into commercials and stay ahead of trends by exploring the latest tactics employed in the hospitality sector, ensuring a comprehensive understanding of the industry landscape. (Be a part of the community)
7. **Speak to Industry Professionals and exchange knowledge**

Additional Benefits:

Continuous engagement with the HSMAI community, be a part of future HSMAI Europe events and stay updated with the industry trends.

Key Course Takeaways

1. This course equips participants with a comprehensive understanding of hotel revenue management, guiding them in setting optimal room rates, implementing seasonal strategies, and utilizing length-of-stay controls to maximize profitability.
2. In the realm of sales and marketing within the hospitality sector, participants learn to apply market segmentation and targeting strategies, employ content marketing and customer relationship management techniques, and optimize banquet operations for increased revenue.
3. The digital marketing component focuses on the effective use of third-party extranets such as Booking.com and Expedia, along with the implementation of geo-targeting, email campaigns, WhatsApp campaigns, and Instagram campaigns.

These skills collectively empower participants to navigate the dynamic landscape of the hospitality industry, strategically enhancing revenue and marketing efforts.

Who Should Enrol

- Graduate Students (Bachelors/ Masters)
- Student interested to build career in Revenue and Sales & Marketing
- Alumni/ working professional from partner schools
- Student interested in leadership / management roles

Classes Format

Number of instructors involved: 2 (Revenue Management and Sales & Marketing) – Partner college professors and industry professionals.

Final exam will happen on the last day to provide HSMAI Europe certification.

All classes will be recorded in order to moderate the same and share feedback post the session with the instructor. Since some of the topics or software are there which college professors are not used to using, an email will be sent in advance to identified hotel professionals to share their thoughts on the software or tool used in the business.

Engagement for Instructors/Industry Professionals:

Guest Speakers: Industry professionals will be invited as guest speakers to share their experiences and insights. This not only provides a real-world perspective but also enhances the engagement of both instructors and participants.

Panel Discussions: Periodic panel discussions involving instructors, industry professionals, and participants can be organized to delve deeper into specific topics, fostering a dynamic exchange of ideas.

Industry Projects: Instructors and industry professionals can collaborate on designing and supervising industry-driven projects, creating a direct link between classroom learning and real-world application.

(At the end of every topic such as Revenue Management and Sales & Marketing class will have a guest lecture of industry professional to discuss their learning and understand the importance in the real business scenario)

For Real projects, students will be divided into groups of 4-5, and will be assigned one real project along with the industry professional to closely work upon the same.

Program Evaluation and Improvement:

Feedback Sessions: Regular feedback sessions will be conducted to assess the effectiveness of the program. This will include feedback from participants, instructors, and industry professionals involved.

Continuous Improvement: The program will be flexible, allowing for adjustments based on feedback and evolving industry trends. Regular reviews will ensure the content remains relevant and engaging.

Final exam on the last day to assess and produce the certification.