

DIRECTOR OF E-COMMERCE

Executive Diploma in Hospitality



DIRECTOR OF E-COMMERCE

E-Commerce Experte mit aktuellem Fachwissen & höherem Diplom

Umsatzoptimierung

Revenue Management I-III
Pricing
RevPAR
Nachfrage
Benchmarking
Prospect Theory
Promotionskampagnen
Blockchain in Hospitality
Customer Behaviour 2022
Operatives Revenue Management
Revenue Management Prozess
Total Revenue Management I-II
Revenue Management Systeme
F&B: Menu Engineering

Digitalisierung

E-Commerce
Social Media
Online Sales
Webseiten
OTA Management
Content Marketing
Digital Marketing I-II
Distributionstechnologie
Touchpoint Management I-II
Intro Distribution Management
Online Reputation Management
Bewertungsmanagement
Hotel Technology
Personal Branding

