

| M1 TOURISME parcours HOTEL MARKETING AND REVENUE MANAGEMENT | | | | | | | Volumes horaires | |
|---|-----------|-----------|------------------|---------|--|------|------------------|----|
| Année | Période | Nature | Oblig. / A choix | Choisir | Libellé long | ECTS | CM | TD |
| M1 | S7 | UE | O | | Fondamentaux | | | |
| M1 | S7 | EC | O | | Management de l'innovation | 3 | 10 | 15 |
| M1 | S7 | EC | O | | Project management & Financial Analysis | 3 | 15 | 15 |
| M1 | S7 | EC | O | | Intercultural management & leadership | 3 | 5 | 10 |
| M1 | S7 | EC | O | | Marketing | 2 | 10 | - |
| | | UE | O | | Recherche et Conseil | | | |
| M1 | S7 | EC | O | | Méthodologie de la recherche | 2 | 10 | 12 |
| M1 | S7 | EC | O | | Veille | 1 | 10 | |
| | | UE | O | | Compétences internationales | | | |
| M1 | S7 | EC | O | | English for Hospitality, Tourism & Events 1 | 3 | - | 30 |
| M1 | S7 | EC | X | 1 | LV2 for Hospitality, Tourism & Events 1 (Espagnol / Italien / Allemand / FLE) | 2 | - | 20 |
| | | UE | O | | Enseignements de spécialité | | | |
| M1 | S7 | EC | O | | Analyse financière en hôtellerie | 2 | 8 | 12 |
| M1 | S7 | EC | O | | Parc d'attractions Business Challenge | 4 | 12 | 12 |
| M1 | S7 | EC | O | | Fondamentaux du Revenue Management en hôtellerie | 1 | 12 | 0 |
| M1 | S7 | EC | O | | Master your Branding Positioning & Sales Negotiation 1 | 2 | 8 | 8 |
| M1 | S7 | EC | O | | Hospitality & Tourism Business Game | 2 | 12 | 12 |
| M1 | S8 | UE | O | | Fondamentaux | | | |
| M1 | S8 | EC | O | | Gestion des Ressources Humaines | 2 | 8 | 12 |
| M1 | S8 | UE | O | | Recherche et Conseil | | | |
| M1 | S8 | EC | O | | Méthodes d'enquêtes & études de marché | 3 | 10 | 15 |
| M1 | S8 | EC | O | | Projet Consultant & mémoire | 5 | 5 | 0 |
| M1 | S8 | UE | O | | Compétences internationales | | | |
| M1 | S8 | EC | O | | English for Hospitality, Tourism & Events 2 | 2 | 0 | 20 |
| M1 | S8 | EC | X | 1 | LV2 for Hospitality, Tourism & Events 2 (Espagnol / Italien / Allemand + FLE interculturalité pour étudiants incoming) | 2 | 0 | 20 |
| M1 | S8 | UE | O | | Enseignements de spécialité | | | |
| M1 | S8 | EC | O | | Strategic Pricing in Hospitality | 2 | 12 | 0 |
| M1 | S8 | EC | O | | Startup business : l'emmarketing par le Growth Hacking | 2 | 10 | 10 |
| M1 | S8 | EC | O | | Revenue Management, Advanced Strategies | 3 | 10 | 5 |
| M1 | S8 | EC | O | | Leadership in hotel operations | 2 | 6 | 6 |
| M1 | S8 | EC | O | | Distribution Strategies in Hospitality | 2 | 4 | 8 |
| M1 | S8 | EC | O | | RM Consulting and Services | 2 | 5 | 10 |
| M1 | S8 | EC | O | | Master your Brand Positioning & Sales Negotiation 2 | 3 | 10 | 10 |