INTERACTIVE MARKETING*

Course Focus:

This course covers the key aspects of interactive marketing in the hospitality industry with the focus on how to develop more effective and integrated marketing programs that take advantage of new media opportunities and generate measurable results. Participants will explore a range of media tools and vehicles that can be used to achieve specific marketing objectives. They will learn how to evaluate and test new marketing technologies as components of an integrated communications program.

Key Benefits:

Participants will learn how to design, implement and manage integrated interactive marketing campaigns, how to evaluate the effectiveness and efficiency of such campaigns, and how to measure success at all stages.

Topics Include:

- Overview of the interactive marketing disciplines (direct mail, Internet advertising, mobile advertising, database development and management, and social media)
- Best practices in creative design across media
- Technical aspects of direct mail and e-mail
- Designing focused campaigns to improve customer acquisition and customer retention
- Selecting the appropriate medium for the target, message, and marketing objective
- Understanding the potential rewards and challenges of new technologies
- Ethical, legal, and regulatory issues involving direct marketing on a global scale

Level A

Part of these Certifications:

*Those who have previously completed “Direct Marketing” should not enroll in this course due to significant overlap of course material.