The most important objective in your business is to identify and satisfy customers. This is the primary role of marketing—a continuous process in which your ideas and analysis lead to actions and results, generating further ideas and analysis. In the current era, in which competition is intense and demand is uncertain, a marketing orientation is vital to success. By focusing on the needs of the customer, you are able to realize your sales goals and successfully compete in the marketplace.

Who Should Take this Course?

This course is designed for Hospitality professionals recently entering the marketing venue and marketing professionals who seek to expand their understanding of the role of marketing.

Course Benefits

After completing this course, participants will be able to:

- Make clear and effective marketing choices
- Apply the fundamental concepts of marketing to the development of a marketing plan

Course Topics

This course is designed to teach you the role and scope of marketing in an organization. You investigate many of the core conditions and concepts around which successful marketing and product placement are centered. You find out which factors provide value for customers and learn the essential principles of marketing that characterize the present era of market orientation. You explore and apply these principles through the examination of several case studies. You build your understanding of marketing and the development of marketing strategies, so you can serve your customers and deal effectively with competitors.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
MARKETING FUNDAMENTALS FOR THE HOSPITALITY INDUSTRY

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Hospitality Marketing
- Certificate in Hospitality Management
- Master Certificate in Hospitality Management

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