THE HOSPITALITY MARKETING MIX: PLACE AND PROMOTION

Course Focus

This course argues that the concept of “place” refers not only to the physical location of your business, but also to the global distribution channels through which you reach your target markets. The old business saying—Location, Location, Location—has been considerably expanded in today’s competitive landscape. With the advent of package travel, travel agents, the Internet, and considerably intensified tourism marketing, attracting customers has become more complicated than simply boasting an attractive facility. By adopting an expanded concept of place, you gain new advantages in reaching your markets.

Who Should Take this Course?

This course is designed for Hospitality professionals who wish to learn about promotion design specific to the demographic characteristics of your target market.

Course Benefits

After completing this course, participants will be able to:

• Choose an appropriate location for a hospitality organization
• Choose a distribution channel appropriate to a specific property or product
• Create a promotional plan for a hospitality product or service
• Design an effective, product-specific advertising campaign
• Execute and evaluate the effectiveness of a public-relations campaign

Pricing & Registration

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

hotelschool.cornell.edu/execonline
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Course Topics

Promotion is an increasingly complicated challenge because of the proliferation of new ways to reach customers. This course provides essential content on options available in advertising, professional selling, sales promotion, direct marketing, and public relations. As you discover through coursework, the process of clearly defining your target market often facilitates your decisions about promotion, too. You learn that now is the time to coordinate the creation of your promotional plan, and you can bring all the skills you learn here to bear on your business challenge.

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
Master Certificate in Foodservice Management

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