HOSPITALITY CUSTOMER ENGAGEMENT THROUGH NEW MEDIA MARKETING

Course Focus

New media technologies have changed the ways consumers experience and value a product or service. This course examines innovations and trends in new media and the ways to leverage them to your brand's advantage. Participants will discover how new media can improve marketing efforts by managing customer expectations and consumer experiences. Content is provided through a mix of hospitality industry experts, hands-on activities, and case studies with valuable feedback from your online instructor and peers.

Who Should Take this Course?

This course is designed for hospitality professionals who are involved in revenue-generating roles at the property or corporate level and marketing and sales personnel with minimal experience in online and new media marketing.

Course Benefits

After completing this course, participants will be able to:

- Control and meet customer expectations
- Enhance customer value
- Enable real-time customer service recovery measures
- Respond appropriately in service-recovery scenarios
- Evaluate financial and customer performance metrics
- Sustain organizational success amid technological change
- Organize your firm for long-term competitiveness

Pricing & Registration

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

hotelschool.cornell.edu/execonline
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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 the following online certificates:

- Certificate in Hospitality Marketing
- Certificate in New Media Marketing for Hospitality Professionals
- Master Certificate in Revenue Management
- Master Certificate in Hospitality Management
- Master Certificate in Foodservice Management

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