Hospitality marketing is becoming increasingly more complicated as brand management, demand generation, and marketing communications shift from traditional to digital media. As well, the forms and use of new media are fast changing the way in which hospitality marketers interact with customers—and how customers interact with each other. This course will involve participants in the state-of-the-art in digital marketing media for hospitality with a focus on search engine marketing, social media, mobile platforms, and online reputation management. Participants will learn both the theories of network-based marketing communication and the practical, real-world application and measurement of strategies, tactics, and technologies used in this evolving field. A highlight to the course is the contribution of executives from leading hospitality technology firms who will share their insights on best practices and the future of the field.

Key Benefits:
Participants will derive a richer understanding of the interrelationships between management of the hospitality brand, distribution channels, customer demand, and marketing-communications in the evolving media landscape. Participants will take away new ideas to improve their new-media marketing, as well as the means to assess the effectiveness of these efforts. They will learn about the latest innovations in new media from best-in-class companies, and how to apply these ideas and measurement approaches to support profitable marketing strategies.

Topics Include:
- New media trends, innovations, and predictions
- Integrating new media and traditional media for effective marketing communications
- Search marketing practices and analytics
- Web site design, best practices, and analytics
- Social media marketing: applications and analysis
- Online reputation management
- The mobile platform for marketing and experience management

Level B

Part of This Certification: