

CORNELL UNIVERSITY

ADVANCED CERTIFICATION IN HOSPITALITY MARKETING

Designed for seasoned marketing practitioners or general managers who are familiar with the basic marketing concepts and practices and who desire to build upon that foundation to engage in more complex marketing decisions. Certification recipients will be prepared to initiate and evaluate major marketing projects, develop and critique marketing plans, and integrate a cohesive marketing perspective into strategic decision making.

Required Courses:

Strategic Hospitality Management

June 24 - 26, 2019 Instructor: Cathy Enz

Good strategy creation and execution are the key ingredients in a firm's recipe for success. This course focuses on how managers can guide their hotels in the formulation, implementation, and evaluation of strategies. Our goal is to develop a mastery of the analytical tools to perform analyses of the industry and competitors. Attention is given to strategies for building competitive advantage and generating superior value for customers. Readings and lectures are essential to provide foundation. In addition, effective strategic decision making requires learning by active problem solving; hence, our emphasis will be on translating concepts into action through the case method.

Topics Include:

- The strategic-management process
- Strategic planning and thinking
- Analyzing the industry and key stakeholders
- Competitor analysis and strategic groups
- Developing competitive advantage and the value chain
- Understanding how to identify the key environmental influences that impact a firm and how to respond to these influences

Strategic Pricing for Hotels: Leveraging Consumer & Marketing Knowledge to Enhance Revenue

June 27 - 29, 2019 Instructor: Stowe Shoemaker

Strategic pricing involves an understanding of customers' willingness to pay (i.e., their reservation price), consumer psychology, competitive value analysis, market research, value creation, and revenue management. The course format involves class discussion, case studies, lecture, and a project using Excel® to help determine optimum prices. More advanced pricing techniques used by industry are discussed in general terms.

Topics Include:

- What is price and how to change prices
- Components of value and how to improve the perceptions of value in order to earn higher prices
- The foundation of behavioral economics and its importance in the pricing decision
- How to use consumer research to determine consumers' willingness to pay
- Consumer psychology and decision making and how firms can use this knowledge to make better pricing decisions
- How to understand market positioning and the competitive framework within which the firm operates
- How to explain easily the concepts of revenue management to others in your firm

Strategic Marketing for Hotels and Restaurants

July 1 - 3, 2019 Instructor: Robert Kwornik

This course offers participants innovative and practical approaches for addressing strategic marketing challenges to improve revenue, profit, and customer loyalty. Through class discussions, case studies, and real-world examples, learn the latest applications of strategic thinking and analysis to marketing challenges facing the hospitality industry. Case studies and examples will be drawn from hotels, restaurants, and other world-class hospitality firms worldwide.

Topics Include:

- Concepts of strategy and strategic planning, and how both guide all marketing decisions.
- How to understand consumer research that is the foundation of strategy development.
- The different marketing activities firms undertake and how these can be used to influence the building blocks of competitive advantage to increase profitability.
- Corporate strategy initiatives used to refine and expand the brand.
- The emerging role of customer experience management for designing and implementing brand strategy.
- Communicating the brand promise through integrated services marketing communications.
- Evolving marketing media—search, social, and mobile—and how these areas are affecting consumer choice and marketing strategy

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Required Courses (cont.):

Hospitality Marketing with Digital Media

July 4 - 6, 2019 Instructor: Robert Kwortnik

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.

Topics Include:

- 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