

## CORNELL UNIVERSITY CERTIFICATION IN HOSPITALITY MARKETING

Designed for marketing professionals who desire a more formal and broader exposure to the key marketing concepts that inform all elements of the marketing function. Also for professionals in other functional areas who desire to gain an overall perspective on marketing as it relates to other areas in the organization. Certification recipients will be prepared to participate in key marketing decisions, identify critical decision inputs, and evaluate important marketing data.

### Required Courses:

#### Marketing Management

June 24 - 26, 2019 Instructor: Helen Chun

This course offers participants an introductory but thorough understanding of marketing as it applies to hospitality businesses. Through class discussions, case studies, and real-life examples, participants will learn to apply key marketing principles to solve hospitality marketing problems and take advantage of new opportunities. This course is directed toward hospitality executives, entrepreneurs, and others who want a fundamental understanding of hospitality marketing. Participants who will benefit especially from this course are those who have not recently attended a hospitality marketing course, non-marketing executives, those who wish to move to the marketing area, and those looking for a basic refresher course.

Topics Include:

- Market segmentation: Identify and analyze customer groups
- Target marketing: Select and attract key markets
- Competitive analysis and positioning
- Market research: Identify the most effective mix of tools for understanding the needs of your target audience
- Consumer behavior: what drives decision-making
- Product: Define the most valuable product/service mix
- Pricing: Create and capture the most value
- Promotion: Develop the optimal integrated communication strategy
- Distribution: Build and manage the most effective and efficient channel strategy

#### Demand Management: Maximizing Hotel Revenue Through Distribution Channels

June 27 - 29, 2019 Instructor: Bill Carroll / Peter Starks

Learn the latest trends in online and off-line marketing, including search, social media and mobile distribution. Understand and use key principles for managing hospitality demand including pricing, revenue management, and channel management. Experience and learn from cases, discussions, and a dynamic market simulation how demand management principles can be applied in a competitive market environment to produce profits and market share.

Topics Include:

- Theory of hospitality demand
- Recent technological and economic developments in pricing and distribution channels, including search, social media and mobile distribution
- Key characteristics of business, leisure and group demand
- Principles for managing hospitality demand in the short and long term
- Development, execution and tracking of a demand management strategy

#### Hotel Revenue Management

July 1 - 3, 2019 Instructor: Breffni Noone

This course will promote the understanding and application of revenue-management theory and methods to maximize hotel profits, with a primary focus on techniques to manage and increase yieldable and transient room revenues. It will also address key issues relating to the management of group business, and the application of revenue management principles to non-room revenue centers.

Topics Include:

- Pricing
- Forecasting
- Overbooking
- Groups
- Revenue management for non-room revenue centers.
- Distribution channel management
- Management and marketing implications of revenue management implementation

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### Required Courses (cont.):

#### **Building The Human Capital Base: Essential Human-Resources Practices for Managers**

July 4 - 6, 2019 Instructor: Bruce Tracey

This course provides a comprehensive opportunity to learn how to manage the most expensive and arguably most important organizational resource: human capital. It will focus on a number of “best practices” for staffing, training and development, performance management, incentive systems, and related human-resources practices that can be used to enhance functional effectiveness and improve firm performance in a wide variety of hospitality settings.

Topics Include:

- HR planning and methodologies
- High-performance staffing
- Compensation tools
- HR metrics and analytics
- Linking human-resources practices with company goals and performance