



## CERTIFICATE IN HOSPITALITY MARKETING

Marketing is about attracting and holding the attention of potential customers. This requires a series of sustained and coordinated efforts, and most certainly requires a formal plan. Any successful marketing plan is built around the answers to these three key questions:

- Who are our ideal customers?
- How do we attract and hold their attention?
- Is our value proposition appealing enough for them to become paying customers?

With those questions in mind, build a strategic marketing plan that best reflects your company's goals and objectives. First, gather and analyze data to identify opportunities and potential customers. Then design and create a series of campaigns that will create brand recognition and appeal to your target market, ultimately motivating them to become paying customers.

The Certificate in Hospitality Marketing from Cornell University's School of Hotel Administration is designed to develop the background and skills necessary for you to conceive and create a successful marketing plan, from initial concept to final execution.

The courses in this certificate series focus on data-driven methodologies for gathering and analyzing marketing data; using that data to make decisions; using marketing analysis to identify strategic opportunities; creating a marketing position using social media, mobile and online search to maximize revenue; and a plan to guide execution.

The courses encourage the practical application of these concepts, strategies, and tactics so they can be used in the workplace.

### Certificate Courses

This certificate requires approximately 36 hours of study time and is earned upon completion of the six courses below. Course descriptions can be found on the reverse.

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| • Marketing Fundamentals for the Hospitality Industry | • The Hospitality Marketing Mix: Place and Promotion                         |
| • Conducting Effective Hospitality Marketing Research | • Marketing the Hospitality Brand Through New Media: Social, Mobile & Search |
| • The Hospitality Marketing Mix: Product and Price    | • Hospitality Customer Engagement Through New Media Marketing                |

### Pricing & Registration

The six-course certificate price is US\$3600. Register online at:

**[sha.cornell.edu/online/marketing](http://sha.cornell.edu/online/marketing)**

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## **Marketing Fundamentals for the Hospitality Industry**

This course is designed to teach you the role and scope of marketing in an organization. You investigate many of the core conditions and concepts around which successful marketing and product placement are centered. You find out which factors provide value for customers and learn the essential principles of marketing that characterize the present era of market orientation. You explore and apply these principles through the examination of several case studies.

## **Conducting Effective Hospitality Marketing Research**

This course provides the tools and methods needed to undertake the marketing research process. It describes the best methods of data collection and market segmentation, and it explains how market analysis is performed. You learn how to focus your business analysis. You acquire the tools to identify and define target markets, and find out how to work with that information to reach business goals.

## **The Hospitality Marketing Mix: Product and Price**

In this course, you focus on a key market segment for one product (or service) and attempt to increase the probability of purchase, focusing on product, price, place, and promotion. The course presents price as a characteristic central to the consumer's perception of a product and, for that reason, critical to the sales success of the product.

## **The Hospitality Marketing Mix: Place and Promotion**

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.

## **Marketing the Hospitality Brand Through New Media: Social, Mobile & Search**

Successful marketing and revenue generation in hospitality requires the management of an array of new media including social, mobile and search. With a grounding in brand management and a focus on establishing your property's "brand promise," participants will learn how to maintain that brand promise across new media channels. With advice from industry new media experts and using new media through exercises and simulations, this course will help guide your organizations's marketing efforts toward sustained profitability.

## **Hospitality Customer Engagement Through New Media Marketing**

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.

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## **About Online Learning at Cornell**

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

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The Hotel School  
Cornell  
SC Johnson College of Business