



CERTIFICATE IN NEW MEDIA MARKETING FOR HOSPITALITY PROFESSIONALS

In this certificate participants will learn fundamental marketing concepts and principles as they relate to hospitality, observe marketing in action through case studies, explore the virtual world of online travel agents and search engines as well as the emerging area of digital marketing and reputation management.

The Certificate in New Media Marketing for Hospitality Professionals will allow participants to create a marketing plan specific to hospitality focusing on pricing, channel management and search engine marketing.

Certificate Courses

This certificate requires approximately 30 hours of study time and is earned upon completion of five required courses. Course descriptions can be found on the reverse.

- Marketing Fundamentals for the Hospitality Industry
- Pricing Strategy and Distribution Channels in Hotel Revenue Management
- Search Engines and Online Selling: Stimulating Incremental Demand
- Marketing the Hospitality Brand through New Media: Social, Mobile & Search
- Hospitality Customer Engagement through New Media Marketing

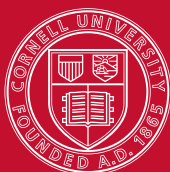
About Online Learning at Cornell

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

Pricing & Registration

The five-course certificate price is US\$3600. Register online at: hotelschool.cornell.edu/online



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Marketing Fundamentals for the Hospitality Industry

Learn the role and scope of marketing in an organization. Investigate many of the core conditions and concepts around which successful marketing and product placement are centered. Discover which factors provide value for customers and learn the essential principles of marketing that characterize the present era of market orientation.

Search Engines and Online Selling: Stimulating Incremental Demand

In this online course you'll learn to develop online strategies designed to improve your standing in Internet search results, called Search Engine Optimization (SEO), and increase your visibility to target customers. Learn how to optimize your position on Internet search results and increase conversions: the moment when a search becomes a purchase.

Pricing Strategy and Distribution Channels in Hotel Revenue Management

Set the right prices, differentiate prices by customer type, and use multiple distribution channels to manage price more effectively. Discover the impact of variable pricing and discounting on revenue management in the context of price elasticity, optimal price mix, perceived fairness, and congruence with positioning and sales strategies.

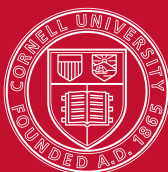
Marketing the Hospitality Brand Through New Media: Social, Mobile & Search

This new course enables you to build your own scalable marketing plan based on industry best practices and time-tested frameworks for profitability. Participants will engage with some of the heaviest hitters in new media for hospitality through collaborative projects and compelling video exercises. A well-constructed new media marketing plan can help you deliver on your hotel's "brand promise," enabling you to deal with market uncertainties and guide your company toward sustained profitability.

Hospitality Customer Engagement Through New Media Marketing

This innovative new course focuses on the emerging and evolving area of digital marketing and reputation management using established principles of brand management, marketing communications, and demand management. Participants will use a strategic framework for brand- and demand-management decisions that use innovative search, social and mobile media marketing to maximize revenue in the new media marketing landscape.

hotelschool.cornell.edu/online



Cornell University
School of Hotel Administration