# HOSPITALITY DIGITAL MARKETING CERTIFICATE

## Program Description

Marketing encompasses the various ways you communicate, differentiate, and reinforce your hospitality brand promise to potential customers. The world of new media hospitality marketing is opening doors no one knew existed, driving customer engagement, feedback, and endorsements faster than ever. Become an expert now or get left behind.

This certificate consists of five two-week courses that provide you with fundamental hospitality marketing concepts and principles, focused on the world of new media marketing. Through best practices and industry case studies, you'll contextualize these concepts and lay a solid foundation for applying them to your workplace. You can complete all of the courses in this program and earn your certificate in as little as three months, spending three to five hours per week.

## Key Takeaways

- Assess the role of marketing in your organization
- Identify how your organization can best counter the challenges associated with marketing for services
- Discover how to make pricing more variable
- Know how to react to customers' perceptions of fairness regarding pricing policies
- Understand how online travel agents provide value for consumers and suppliers alike
- Effectively use search engine marketing
- Create a promotional plan for a hospitality product or service
- Design your own effective, product-specific advertising campaign
- Maintain and enhance customer value
- Organize your firm for long-term competitiveness

## What You'll Earn

- Hospitality Digital Marketing Certificate from Cornell Hotel School
- 50 Professional Development Hours (5 CEUs)

## Who Should Enroll

- Hospitality professionals working in revenue-generating roles
- Marketing professionals with less than 2 years of online or new media marketing experience

## Total Investment

- 3 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Hospitality Digital Marketing Certificate (https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hospitality-digital-marketing/).

| Code | Title | Hours |
|---|---|---|
| **Core Courses** | | |
| eCornell SHA546 | Marketing the Hospitality Brand Through Digital Media | 0 |
| eCornell SHA547 | Implementing Brand Strategy Through Digital Media | 0 |
| eCornell SHA549 | Success Metrics for Hospitality Digital Marketing | 0 |
| eCornell SHA741 | Social Media Strategy | 0 |
| **Elective Courses** | | |
| Select two of the following: | | |
| eCornell SHA523 | Services Marketing Planning and Management | |
| eCornell SHA533 | Pricing Strategy and Distribution Channels in Hotel Revenue Management | |
| eCornell SHA771 | Search Engines and Online Selling: Stimulating Incremental Demand | |