

# STRATEGIC HOSPITALITY MARKETING CERTIFICATE

## Program Description

When you're marketing your services, success depends on knowing what target customers want and aligning it with the value your company delivers.

This requires an integrated strategy that includes market analysis and demand management, marketing strategy, brand management, and marketing communications.

By adopting this customer-centric approach to marketing, you'll be better prepared to deliver memorable experiences, exceed customer expectations, gain competitive advantage, and ultimately position your company for success.

## Key Takeaways

- Analyze your firm's marketing approach and make strategic decisions on how to optimize your team's efforts
- Target your consumers at the right time and through the right channels
- Develop a service strategy that elevates and supports your brand
- Meet customer demand with creative pricing and distribution strategies
- Create effective marketing communications that drive demand and engagement for your services

## What You'll Earn

- Strategic Hospitality Marketing Certificate Cornell Hotel School
- 48 Professional Development Hours (4.8 CEUs)

## Who Should Enroll

- Customer-focused sales and marketing professionals
- Services marketing and operating professionals
- Product marketing professionals
- Industry professionals analyzing services marketing data to make strategic decisions

## Total Investment

- 3 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Strategic Hospitality Marketing Certificate

## Courses

Code	Title	Hours
eCornell SHA521	Services Marketing Planning and Management	0
eCornell SHA522	Evaluating Business and Customer Factors Affecting Marketing Decisions for Services	0
eCornell SHA523	Building a Resilient Services Marketing Information System	0

eCornell SHA524	Developing a Service Strategy and Managing the Brand	0
eCornell SHA525	Managing Service Demand through Pricing and Distribution Strategies	0
eCornell SHA526	Developing an Integrated Marketing Communications Strategy for Services	0