

Cornell University
School of Hotel Administration



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies

EXECUTIVE DEVELOPMENT PROGRAMME

Strategic Marketing Management

「策略行銷管理」高級管理課程

15 – 16 October 2014

Course Leader

Dr. Lisa Klein Pearo

Executive Education Faculty,
School of Hotel Administration, Cornell University

Executive Development Programme

Strategic Marketing Management

「策略行銷管理」高級管理課程

Course Description:

This course offers participants innovative and practical approaches for addressing strategic marketing challenges to improve competitive positioning, long-term profitability, and customer loyalty. Through class discussions, case studies, and real-world examples, participants will learn about the latest applications of strategic thinking and analysis to marketing challenges facing the hospitality industry. Participants will explore best-practice frameworks to overcome critical marketing obstacles and take advantage of new marketplace opportunities.

Key Benefits:

Participants will learn how to adapt and apply strategic marketing frameworks and principles, explore “best practice” examples, and develop effective measurement systems to assess marketing success. Participants will gain exposure to structured, yet innovative approaches to the management of strategic marketing issues in a hospitality organisation.

Topics include:

- Identifying the role of strategic marketing and strategic planning
 - Using market research as a foundation for strategy development
 - Setting marketing objectives that drive strategy
 - Segmenting and targeting to identify the optimal customer focus
 - Positioning for sustainable competitive advantage
 - Creating and delivering value through the brand promise at all stages of an organisation’s growth.
 - Developing innovative marketing mix strategies that contribute to the customer-brand experience
 - Integrating marketing communications across an ever-increasing range of media options.
 - Measuring marketing success across strategic and tactical objectives.
 - Closing the loop to ensure continuous marketing learning and growth.
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Language

English

Venue

Institute for Tourism Studies
Colina de Mong-Ha, Macao, China

Programme fee

Macao ID-holders: MOP8,650
Non-Macao ID-holders: MOP14,840

Registration Period

28 July – 15 August 2014
(on first-come-first-served basis)

Registration Form & Website

<http://www.ift.edu.mo/EN/Event/Index/76/2205>

For further information or enquiry

Tel: (853) 85061 250
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Disclaimer

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.

About the Organisers



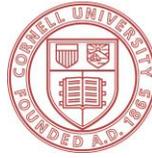
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Lisa Klein Pearo

Lisa Klein Pearo is currently an adjunct faculty member at Butler University and IUPUI in Indianapolis. She was on the faculty at the Cornell University School of Hotel Administration from 2004-2011. She earned her DBA and MBA from the Harvard Business School and a BA in Economics, summa cum laude, from Yale University. She has also worked in direct marketing and management consulting. Her research focuses on information search, learning, and decision-making in interactive environments.



Dr. Pearo has been published in *The Journal of Interactive Marketing*, *The Journal of Service Research*, *The Journal of Business Research*, *Organisational Behaviour and Human Decision Processes*, and *The Sloan Management Review*, among others. She has worked as a consultant with numerous companies in conducting market research related to consumer behaviour on the Internet and in designing Internet marketing strategies.

Dr. Pearo has taught undergraduate students, graduate students, and MBA's at Harvard University, Rice University, Tulane University, and the Culinary Institute of America. At Cornell's School of Hotel Administration, she taught Marketing Management, Brand Management, and Interactive Marketing Communications to undergraduates, graduate students, and Executive Development participants.
