



The Hotel School
Cornell
SC Johnson College of Business



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies

EXECUTIVE DEVELOPMENT PROGRAMME

New Media in Hospitality Marketing

「酒店業營銷新媒體」 高級管理課程

9 – 10 October 2018

Course Leader

Dr. Rob Kwortnik

Associate Professor,
The Hotel School, Cornell University

Institute for Tourism Studies, Macao SAR, China

New Media in Hospitality Marketing

「酒店業營銷新媒體」高級管理課程

Course Description:

Hospitality marketing is becoming increasingly more complicated as brand management, demand generation, and marketing communications shift from traditional to digital media. As well, the forms and use of new media are fast changing the way in which hospitality marketers interact with customers and how customers interact with each other. This course will involve participants in the state-of-the-art in digital marketing media for hospitality with a focus on search engine marketing, social media, mobile platforms, and online reputation management. Participants will learn both the theories of network-based marketing communication and the practical, real-world application and measurement of strategies, tactics, and technologies used in this evolving field. A highlight to the course is the contribution of executives from leading hospitality technology firms who will share their insights on best practices and the future of the field.

Key Benefits:

Participants will derive a richer understanding of the interrelationships between management of the hospitality brand, distribution channels, customer demand, and marketing-communications in the evolving media landscape. Participants will take away new ideas to improve their new-media marketing, as well as the means to assess the effectiveness of these efforts. They will learn about the latest innovations in new media from best-in-class companies, and how to apply these ideas and measurement approaches to support profitable marketing strategies.

Topics include:

- New media trends, innovations, and predictions
 - Integrating new media and traditional media for effective marketing communications
 - Search marketing practices and analytics
 - Web site design, best practices, and analytics
 - Social media marketing: applications and analysis
 - Online reputation management
 - The mobile platform for marketing and experience management
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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 Deadline: 17 Aug 2018

Registration Form & Website

<http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284>

For further information or enquiry

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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:



The Hotel School
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www.sha.cornell.edu



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Rob Kwortnik, Ph.D.

Associate Professor, Cornell School of Hotel Administration

Dr. Rob Kwortnik is an Associate Professor of Services Marketing at Cornell University's School of Hotel Administration. He joined the faculty after earning his Ph.D. in Business Administration from Temple University's Fox School of Business in 2003. He also earned a BA in Journalism from Temple and an MBA from California State University, Northridge.



Dr. Kwortnik's research focuses on consumer behavior in service contexts, with special attention to service experience management. He has published in the *Journal of Marketing Research*, *Journal of Service Research*, *International Journal of Research in Marketing*, and the *Cornell Hospitality Quarterly*, among others. Dr. Kwortnik is also a recognized expert on the leisure cruise industry. Among the courses he has taught are services marketing and customer experience management, marketing management for services, and consumer behavior; he has been honored numerous times as a Teacher of the Year by students at the School of Hotel Administration.

Prior to his career in academics, Dr. Kwortnik held a number of professional positions in marketing, and was a travel industry consultant. In addition, he developed sales and marketing training programs for Marriott International, the American Automobile Association, the Los Angeles Convention and Visitors Bureau, Cruise Lines International Association, and the National Tour Association.

Among Dr. Kwortnik's writing credits, he is the lead author of a Harvard Business School case on Carnival Cruise Lines (2005) and of the textbook, *Essentials of Travel Packaging: Creating, Marketing, and Managing the Travel Product* (Lexington, KY: National Tour Association, 1998).

From 2012-2013, Dr. Kwortnik served as the Academic Director of the school's Center for Hospitality Research.
