MICRO CREDENTIAL COURSE DETAILS

1. **Name of Series**

   Stackable credential (Upskills / Reskills / Development)

2. **Name of Course**

   Digital Hospitality and Tourism Marketing

3. **Synopsis of Course**

   This course provides the fundamental of hospitality and tourism marketing concepts and principles focused on the world of new media marketing. Through best practices and industry case studies, contextualization of these concepts will lay a solid foundation for applying them to the workplace.

4. **For Whom?**

   - Hospitality and tourism-related Entrepreneurs
   - Working professionals
   - Teaching Staff
   - Students
   - General public

5. **Course Outcomes**

   1. Implementing brand strategy through digital media

      - To understand some of the key marketing and business models that will help to shape your strategy.
      - To have an overview of the history of digital marketing.
      - To gain an understanding of consumer behavior, market factors, segmentation, lifetime value and the 4 Ps of marketing.

   2. Marketing the hospitality and tourism brand through digital media

      - To understand how to align your digital strategy with your business strategy.
      - Overview some of the challenges that can surround the implementation of your digital strategy and how to tackle these challenges.
      - To understand different planning models, how to use these to create a robust plan.

3. Pricing strategy and distribution channels in hotel and travel revenue management

    - To understand the different types of pricing strategy
    - To be able to apply the most suitable pricing strategy
    - To identify the different types of distribution channel
    - To select and adopt the most suitable distribution channels

4. Search engines and online selling: Stimulating incremental demand

    - To understand SEO, its structure and technical concerns, content, mobile and location techniques, researching SEO strategy.
    - To be able to use and implement strategy for online marketing.

5. Services marketing planning and management

    - To be able to build an effective content strategy and create engaging content for the customers.
    - To understand the effective measures for digital marketing success.

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases and tutorials.

Assessments via quizzes and final project/assignment.

7. Duration of Course

4 weeks' course

10 hours total SLT per week

Cumulative learning 40 hours for the total course

8. Level of Course & Micro credential Credit Value

Nil/ Certificate Level (one credit)

9. Course Outline

Module 1: Implementing brand strategy through digital media

- History of digital marketing
- The 4 Ps of marketing
- Porter's five forces
- Brand or perceptual positioning map

- Customer lifetime value
- Segmentation
- Boston Consulting Group matrix

Module 2: Marketing the hospitality and tourism brand through digital media

- Examine some of the areas to consider when ensuring your strategy is aligned with your business.
- Identify some of the difficulties in embedding digital strategy and the approaches that can be taken to tackle them.
- The planning models and its applications.

Module 3: Pricing strategy and distribution channels in hotel and travel revenue management

- The different types of pricing strategy
- Adopting the most competitive strategy
- Measuring the effectiveness of the price strategy
- The different types of distribution channels
- Adopted the most appropriate channel for the business
- Measuring the effectiveness of the selected channels

Module 4: Search engines and online selling: Stimulating incremental demand

- Understanding Search Engine Optimization (SEO)
- Researching SEO strategy
- How to use paid search, banner/display advertising, social media
- User Experience (UX)
- Customer Relationship Marketing (CRM)

Module 5: Services marketing planning and management

- User Experience (UX)

  - Customer Relationship Marketing (CRM) and Retention

  - True Personalization

  - Customer service

  - How to develop content strategy

  - Building effective measures for digital marketing success

  - Tools for tracking achievements

10. **<u>Trainer</u>**

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