

■ **SERVICE AND HOTEL MARKETING & SALES** by Meng-Mei Maggie Chen

UNIT DESCRIPTION

This course aims to develop the practical understanding of “value creation for customers” for the participants.

This unit begins with examining the latest trends and challenges in service and hotel marketing, and then proposes feasible marketing responses.

These responses will address how a company could leverage its owned, earned, and paid channels to listen to its customers, align its operation with customers’ expectations, increase its brand awareness, and create competitive advantages over its competitors. The state-of-the-art technology used to capture and analyze the voice of customers, as well as to develop business intelligence will be discussed.

Special focus will be on hotel distribution. A rigorous analysis of the evolving distribution landscape will set the stage for participants to understand the challenges in the future, and develop strategies to ride with the tide.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Examine the gap model of service marketing.
- Marketing mix: 7P.

Competencies

- Optimize distribution channels.
- Leverage social media and technology for internal and external communication.

Mindset

- Develop and improve decision-making skills.
- Adopt proactive out of the box approaches to problem solving.

METHODOLOGY

- Problem based learning with case studies and interactive participation and group work.
- Reading assignments - Practical exercises.