

■ **STRATEGIC AND DIGITAL MARKETING** by Meng-Mei Maggie Chen

UNIT DESCRIPTION

New channels and technology provide opportunities to interact with evolving and demanding customers, while creating threats to static hospitality firms being left behind. This course demystifies the buzz of digital marketing by sharpening participants' marketing strategy orientation, examining the popular digital marketing tactics and their best applications, and concludes with marketing performance metrics. Participants will explore new market opportunities, develop value propositions, and evaluate the most effective combination of traditional and digital marketing tactics to reach, convert, and retain profitable customers. Participants will finish with a holistic alignment of classic and digital marketing.

LEARNING OBJECTIVES

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

Knowledge

- Evaluate digital marketing tools.

Competencies

- Develop a strategic marketing plan.

Mindset

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

METHODOLOGY

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