

Hotel Marketing

Certificate of Advanced Studies (CAS)



Building Competence. Crossing Borders.

The Program

Empowering hotel managers

Excellent service is no longer enough. Successful hotels present themselves using effective marketing and emphasizing their USP.

SITUATION

The Swiss hotel industry is faced with an increasingly difficult market environment due to factors such as the pandemic, new market players, changing customer needs, and digitalization. Against this backdrop, professional marketing is becoming increasingly important. While international hotel chains can draw on their relevant expertise and resources, smaller hotels must overcome greater challenges. This is where the CAS in Hotel Marketing comes in, a program offered jointly with SHS Academy. By expanding their marketing expertise, participants learn to position their hotels more effectively, maximize their marketing efforts, and reduce costs using technological possibilities (e.g., artificial intelligence). Throughout the program, they will come to master strategic marketing, customer segmentation, value proposition design, pricing, digital sales, and digital communication channels. Based on this knowledge, they will work on their own cases and marketing concepts and receive support in implementing them.

TARGET AUDIENCE

The CAS in Hotel Marketing is aimed at SHS Academy graduates interested in obtaining an advanced academic qualification as well as all managers in the Swiss hotel industry, such as managing directors, marketing directors, sales directors, and hotel owners who wish to expand their hotel marketing skills.

OBJECTIVES AND BENEFITS

After successfully completing the CAS program, you will:

- Have strategic marketing know-how that will enable you to implement your marketing strategies
- Be able to adopt the customer perspective and apply concepts such as customer segmentation, value proposition design, and design thinking
- Know about value pricing and dynamic pricing and can use them effectively
- Be able to use digital sales and communication channels;
- Understand the opportunities and risks of word-of-mouth marketing
- Be able to use specific tools to implement technological measures in hotel marketing
- Have gained a deeper understanding of the importance of service excellence
- Have a better understanding of the connection between employee satisfaction and customer satisfaction
- Have developed your own cases and marketing concepts

Structure, Content, and Concept

Benefit from experts

Experts with wide scientific knowledge and practical competence of the ZHAW School of Management and Law and SHS Academy will teach you the fundamentals. Guest speakers from the hotel industry will share their experiences. They will show you how to put the theory into practice, helping you succeed in your own marketing endeavors.

MODULE OVERVIEW

MODULE 1 6 ECTS credits	MODULE 2 6 ECTS credits
Strategy, Value Proposition, Pricing & Sales	Marketing Technology, Branding & Communication, Service Excellence
<ul style="list-style-type: none">– Current challenges in the hotel industry– The business model canvas– Customer segments and value proposition design– Design thinking– Pricing strategy– Customer decision journey– (Digital) sales strategy	<ul style="list-style-type: none">– The marketing technology landscape in the hotel industry– Branding strategy– Content marketing and marketing automation– Customer-centric transformation– Service excellence– Employee experience and employer branding– Individual coaching

METHODOLOGY

We focus on the practical transfer of content and an intensive exchange between the instructors and participants of our programs. Not only face-to-face teaching but also digital and asynchronous knowledge transfer are integral to how we teach. In all cases, we attach great importance to a close mentoring relationship, individual support, and time for exchange and interaction. We believe that these elements are crucial to maximizing the learning success of our participants.

INSTRUCTORS

- ZHAW School of Management and Law lecturers with a proven track record in the professional world
- SHS Academy lecturers
- Experienced practitioners

Organizational Matters

The prerequisites for your success

Visit us online for more information.

ADMISSION

Graduates of universities or universities of applied sciences with at least three years of professional experience are eligible for admission. Professionals without a university degree may be admitted, provided they have at least six years of professional experience and appropriate executive education qualifications (*höhere Fachschule* [college of professional education and training] or *höhere Fachprüfung mit eidgenössischem Fachausweis/Diplom* [examination for the advanced federal diploma of higher education]). In exceptional cases, other applicants may be admitted if they can demonstrate their eligibility to participate by other evidence. The Head of Program decides on final admission.

REGISTRATION

Program registration takes place online. Applications will be considered in the order in which they are received:

>>> www.zhaw.ch/imm/cashoma

NUMBER OF PARTICIPANTS

The number of participants is limited to 24.

DATES

For the program dates, please visit the website:

>>> www.zhaw.ch/imm/cashoma

WORKLOAD

A total of 12 ECTS (European Credit Transfer System) credits are awarded to successful graduates of the program. A credit point equals approximately 25 to 30 hours of study. This corresponds to approximately 300 to 360 hours for the entire program.

PERFORMANCE ASSESSMENTS

Participants must pass a written exam (Module 1) and work on an individual case (Module 2).

LOCATION

Classes are held on the campus of the ZHAW School of Management and Law in Winterthur, a two-minute walk from Winterthur railroad station. >>> www.zhaw.ch/sml/campus

DURATION

The CAS is a part-time program that takes approximately eight months to complete. It consists of three input blocks of three days each to be completed on site and digital learning elements to be completed between the input blocks.

LANGUAGE

The language of instruction is English.

QUALIFICATION

After successfully completing the performance assessments and fulfilling the attendance requirement of at least 80 percent, participants are awarded a "Certificate of Advanced Studies ZHAW in Hotel Marketing" by the ZHAW School of Management and Law.

COST

CHF 8,900 per person, including all course materials.

CONDITIONS OF PARTICIPATION

The general conditions of participation for executive education programs at the ZHAW School of Management and Law can be found at: >>> www.zhaw.ch/sml/atb-wb

Contact

We will be happy to advise you in person



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HEAD OF PROGRAM

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ADMINISTRATION AND REGISTRATION

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Institute of Marketing Management (IMM)

The Institute of Marketing Management (IMM) of the ZHAW School of Management and Law connects scientific findings and practical experience in marketing. Its activities cover the full range of modern marketing in research and development, services, executive education, and BSc and MSc programs. The IMM consists of the following centers: Customer Management & E-Commerce, Product Management, Behavioral Insights & Pricing, Customer Experience & Service Design, and Digital Marketing & Marketing Technology. Its partners include corporations, SMEs, and other institutions, as well as partner universities in Switzerland and worldwide. Its ability to draw on an extensive network of experts allows the IMM to develop knowledge that it continuously integrates into its activities. In addition to this CAS program, the IMM offers several other executive education programs.

>>> www.zhaw.ch/imm

MARKETING MANAGEMENT COMMUNITY



This executive education program grants its participants access to the ZHAW Marketing Management Community.

>>> www.zhaw.ch/imm/community

School of Management and Law

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