



First Select

## MARKETING IN THE HOSPITALITY INDUSTRY

Date	Venues	(\$)Fees	Book your seat
06 Apr -10 Apr 2025	Kuala Lumpur	3300	<a href="#">Register Now</a>

A comprehensive review of marketing in the hospitality industry; restaurants, hotels, planned play, theme parks and convention centers, based upon customer satisfaction and the customer's perspective. Students will identify best practices in marketing, analyze the market, and assess consumer behavior, offerings, price, and promotion strategies.

### Who should Attended?:

- Hospitality marketing professionals responsible for market research .
- Industry professionals interested in learning to gather and analyze marketing data .

### Course Outline:

- [Marketing Fundamentals for the Hospitality Industry](#)
- [Conducting Effective Hospitality Marketing Research](#)
- [The Hospitality Marketing Mix: Product and Price](#)
- [The Hospitality Marketing Mix: Place and Promotion](#)
- [Marketing the Hospitality Brand through New Media: Social, Mobile & Search](#)
- [Hospitality Customer Engagement through New Media Marketing](#)

### WORKSHOP STYLE:

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.

### Wireless Communication

- Cellular Networks
- Mobile communication systems

- GSM – GPRS – CDMA – UMTS-LTE
- Voice over IP (VOIP) – IPV4-IPV6
- Supervision of senior projects
- In building solution designing,
- Link budget calculations, coverage
- Simulation, planning parameter optimization



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