

SOCIAL MEDIA

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nanyang polytechnic

# LIFELONG LEARNING

#becausewecan

**Digital Marketing for  
Hospitality Management:  
A Practical Approach**

## What will you learn?

This one-day course covers the concepts of content marketing and using fundamentals of digital and social media tools to optimise your potential customer reach. Learning outcomes includes:

- Understand the Digital Marketing Trends in Hospitality Industry
- Learn About the Always-connected Consumer in the Digital Era
- Learn Insights into Content Development on Social Media Platforms
- Evaluate the Effectiveness of Different Digital Marketing Tools & Social Media Platforms such as Email Marketing, SEO/SEM, Influencer Marketing and Facebook/Instagram
- Develop Digital Marketing and Social Media KPI for your Campaign

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Facilitated Classroom Discussion**

## Who should attend?

Sales & Marketing Executives in the Hospitality sector seeking to deepen or broaden their skills in this area.

## How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$278.20
SC <40yrs old (after funding)	\$83.46
PR (after funding)	\$83.46
SC >40yrs old (after funding)	\$31.46
SC employed by SME (after funding)	\$31.46

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

### Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit MySkillsFuture Portal ([www.skillsfuture.sg](http://www.skillsfuture.sg)) to view the courses available and access your SkillsFuture Credit. Fees are inclusive of GST. Terms and conditions apply.

### Apply Now



[www.nyp.edu.sg/schools/sbm/lifelong-learning.html?id=skillsfuture-shortcourses](http://www.nyp.edu.sg/schools/sbm/lifelong-learning.html?id=skillsfuture-shortcourses)

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