### Subject Overview

This subject introduces students to one of the most powerful and yet unpredictable aspects of managing resorts and hotels, digital media. No longer content to passively consume marketing messages crafted by corporate marketing departments, guests now play an active role in shaping a properties' public image. User generated content via feedback and forums not only allow consumers to communicate directly with property management but also with other potential guests and the broader market. This subject investigates the growing sophistication of digital technologies which has also enabled online travel agents (booking platforms) to emerge as a prime distribution channel for room sales and the management implication of this.

### Learning Outcomes

- Analyse the differences between B2B, B2C and C2C digital marketing
- Interpret analytical data and metrics used to monitor and manage digital marketing and distribution channels.
- Determine functional requirements for digital design across a range devices.
- Apply design and decision making methodologies to develop innovative digital marketing strategies.
- Provide innovative solutions to complex problems through the application of digital marketing fundamentals

### Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>Individual presentation and blog posts</td>
<td>30%</td>
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<tr>
<td>Case study report</td>
<td>40%</td>
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<tr>
<td>Group website design</td>
<td>30%</td>
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### Graduate Attributes addressed in this subject

- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to analyse and critique knowledge
- Teamwork skills
- Communication skills