

Stundenplans CAS Hotel Marketing FS 2024*

Zürcher Hochschule
für Angewandte Wissenschaften



Modul 1: Strategy, Value Proposition, Pricing & Sales

Day	Date	From	To	Location	Room	Topic	Lessons
Asynchronous / lecture videos						Course Overview - Business Model Canvas (BMC)	6
Monday	06.05.2024	08:15		ZHAW School of Management and Law	MS EO.25	Introduction & Current Challenges	4
Monday	06.05.2024			ZHAW School of Management and Law		Business Strategy & Marketing Strategy	4
Monday	06.05.2024		17:45	ZHAW School of Management and Law		Guest Lecture	2
Tuesday	07.05.2024	08:15		ZHAW School of Management and Law	MS O2.25	Customer Segments & Value Proposition Design	4
Tuesday	07.05.2024			ZHAW School of Management and Law		Design Thinking	4
Tuesday	07.05.2024		17:45	ZHAW School of Management and Law		Guest Lecture	2
Wednesday	08.05.2024	08:15		ZHAW School of Management and Law	MS EO.25	Pricing Strategy & Value Pricing	4
Wednesday	08.05.2024			ZHAW School of Management and Law		Behavioral Pricing	2
Wednesday	08.05.2024		17:45	ZHAW School of Management and Law		Guest Lecture	2
Asynchronous / lecture videos						Consumer Behavior & Consumer Trends	4
TBD	TBD			online via Zoom		Q&A & Checkout	2
Asynchronous / lecture videos						Customer Decision Journey	4

TBD	TBD			online via Zoom		Q&A & Checkout	2
Monday	14.10.2024	08:15		external Location		Sales Strategy	4
Monday	14.10.2024			external Location		Digital Sales Strategy	4
Monday	14.10.2024		17:45	external Location		Guest Lecture	2
Tuesday	15.10.2024	08:15		external Location		Social Media Strategy & Operations	4

Modul 2: Marketing Technology, Branding & Communication, Service Excellence

Day	Date	From	To	Location	Room	Topic	Lessons
Tuesday	15.10.2024			external Location		Revenue Management (incl. Software)	4
Tuesday	15.10.2024		17:45	external Location		Guest Lecture	2
Wednesday	16.10.2024	08:15		external Location		Technology Landscape	4
Wednesday	16.10.2024			external Location		Guest Feedback	2
Wednesday	16.10.2024		17:45	external Location		Managing Online Reviews	2
Asynchronous / lecture videos						Branding Strategy	4
TBD	TBD			online via Zoom		Q&A & Checkout	2
Asynchronous / lecture videos						Content Marketing & Marketing Automation	4
TBD	TBD			online via Zoom		Q&A & Checkout	2
Monday	02.12.2024	08:15		ZHAW School of Management and Law		Service Excellence	4
Monday	02.12.2024			ZHAW School of Management and Law		Customer-Centric Transformation	4
Monday	02.12.2024		17:45	ZHAW School of Management and Law		Guest Lecture	2

Tuesday	03.12.2024	08:15		ZHAW School of Management and Law		Employee Experience	4
Tuesday	03.12.2024			ZHAW School of Management and Law		Employer Branding & Recruiting	4
Tuesday	03.12.2024		17:45	ZHAW School of Management and Law		Guest Lecture	2
Wednesday	04.12.2024	08:15		ZHAW School of Management and Law		Final Presentations (Leistungsnachweis)	4
Wednesday	04.12.2024			ZHAW School of Management and Law		Final Presentations (Leistungsnachweis)	2
Wednesday	04.12.2024		17:45	ZHAW School of Management and Law		Inspirational Speech	2
Individual Coaching / Q&A				online via Zoom		Individual Coaching / Q&A	6

***Subject to change without notice**