

# Course Competency

## AVM 2515 Airline Marketing

### Course Description

A differentiation of the functions of marketing in airline operations; market research, demand analysis, advertising and promotion, sales, traffic, and the theory of price determination.

Course Competency	Learning Outcomes
<p><b>Competency 1:</b>The student will demonstrate knowledge and understanding in the field of airline marketing by:</p>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Numbers / Data</li> <li>3. Critical thinking</li> </ol>
<ol style="list-style-type: none"> <li>1. a. Introducing the marketing concept. b. Listing the various environmental factors that affect airline marketing. c. Explaining market demographics and segmentation. d. Recalling the issues in airline marketing relating to ethics and social responsibility. e. Summarizing market research and the importance of collecting accurate, meaningful data. f. Identifying the reasons why a customer buys a particular product or service. g. Defining product life cycle in the airline industry. h. Naming the different strategies of branding and packaging in the airline industry. i. Categorizing the different media available for airline marketing. j. Differentiating advertising and promotion and the advantages and disadvantages of each. k. Discussing pricing strategies that are used by the airlines. l. Explaining what importance a strategic plan has in airline marketing.</li> </ol>	
<p><b>Competency 2:</b>The student will analyze and interpret airline marketing from a variety of perspectives, including:</p>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Numbers / Data</li> <li>3. Critical thinking</li> </ol>

<ol style="list-style-type: none"> <li>1. a. Understanding the marketing department</li> <li>b. Observing the consumers</li> <li>c. Understanding the airline (company)</li> <li>d. Understanding and analyzing the shareholders</li> <li>e. Learning the Federal Aviation Administration policies</li> </ol>	
<p><b>Competency 3:</b>The student will produce reasoned, critical responses to common concerns in the airline marketing by:</p>	<ol style="list-style-type: none"> <li>1. Critical thinking</li> <li>2. Communication</li> <li>3. Numbers / Data</li> </ol>
<ol style="list-style-type: none"> <li>1. a. Producing reasoned critical responses</li> <li>b. Marketing common concerns in the airline.</li> </ol>	

Updated: SPRING TERM 2024