



Course Description

AVM2515 | Airline Marketing | 3.00 credits

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 Competencies:

Competency 1: The student will demonstrate knowledge and understanding in the field of airline marketing by:

1. Introducing the marketing concept
2. Listing the various environmental factors that affect airline marketing
3. Explaining market demographics and segmentation
4. Recalling the issues in airline marketing relating to ethics and social responsibility
5. Summarizing market research and the importance of collecting accurate, meaningful data
6. Identifying the reasons why a customer buys a particular product or service
7. Defining product life cycle in the airline industry
8. Naming the different strategies of branding and packaging in the airline industry
9. Categorizing the different media available for airline marketing
10. Differentiating advertising and promotion and the advantages and disadvantages of each
11. Discussing pricing strategies that are used by the airlines
12. Explaining what importance, a strategic plan has in airline marketing

Competency 2: The student will analyze and interpret airline marketing from a variety of perspectives, including by:

1. Understanding the marketing department
2. Observing the consumers
3. Understanding the airline (company)
4. Understanding and analyzing the shareholders
5. Learning the federal aviation administration policies

Competency 3: The student will produce reasoned, critical responses to common concerns in the airline marketing by:

1. Analyzing and evaluating the impact of various airline marketing strategies
2. Critically assessing the ethical and regulatory challenges faced by airlines in their marketing practices

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning