**University of Management and Technology**

**Course Outline**

**Course Background Details:**

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| --- | --- |
| Program | BS Aviation Management  |
| Course code | AM414 |
| Course Title | Airline Marketing Management |
| Credit Hours | 03 |
| Duration | 15 Weeks  |
| Prerequisites | Principal of ManagementPrincipal of Marketing |
| Resource Person | Shahid Mahmood |
| Counseling Timing | 08 hours per week  |

**Description:**

This course is designed to provide students with an understanding of the principles of Marketing especially in aviation industry. There will be a focus on the management of the marketing activities and how marketing relates to overall organizational functioning, including the management of exchange processes between business units and consumers and between airlines and other firms. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies and marketing mix components such as pricing, distribution, product and service development and promotion including both traditional and digital marketing communication. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem-solving skills.

**Contact Details:**

Course Coordinator:

Shahid Mahmood

Lecturer:

Shahid Mahmood. Email: shahid-mahmood@umt.edu.pk

**Course Learning Outcomes: (CLOs)**

Upon completing this course students will have the skills to:

CLO -1 Demonstrate a systematic, comprehensive understanding, and application of current marketing practices in aviation industry.

CLO -2 Show critical understanding of the latest theories of marketing practice

CLO -3 Engage critically with contemporary issues and debates in aviation marketing

CLO -4 Engage critically and analytically with contemporary marketing literature

CLO -5 Work effectively in groups to research a contemporary marketing issue

CLO -6 Use personal reflection to analyses the key concepts and debates around social media marketing

|  |  |
| --- | --- |
| **CLOs** | **PLOs** |
| Critical Thinking and Decision Making | Effective Communication Skills | Ethics | Core Business Knowledge and Competence | Effective Teamwork | Industry Focus | Global Perspective (Internationalization) | Leadership Skills | Computer-based Information | Corporate Social Responsibility | Organizational Behavior |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 1 | **C2** |  |  |  |  | **C1** |  | **C1** |  |  | **C1** |
| 2 | **C2** | **C2** |  | **C1,C2** |  | **C2** |  |  |  |  |  |
| 3 | **C4** | **C6** |  | **C3** |  | **C3** | **C3** | **C4** |  |  |  |
| 4 | **C6** |  |  | **C6** |  | **C1** |  |  |  |  |  |
| 5 | **C6** | **A2,P2** |  | **C4** | **A4** | **C4** |  |  |  |  |  |
| 6 | **C4,C6, A2** |  |  | **C4,C6,A4** |  |  |  | **C4,C6,P2** |  |  |  |

**Note: The three domain levels (affective, cognitive, psychomotor) are described below:**

**A:** The affective domain includes the feelings, emotions and attitudes of the individual through the levels i.e. receiving, responding, valuing, organizing and characterization by a value complex.

**C:**Cognitive domain deals with the intellectual learning process through the levels i.e. Knowledge, comprehension, Application, Analysis, Synthesis and Evaluation**.**

**P:**Psychomotor domain focuses on skills and actions that require physical coordination through the levels i.e. Imitation ,Manipulation, Precision, Articulation & Naturalization.

**Learning Methodology:**

The course will be delivered through a series of lectures and workshops. This course is unique in the sense that it incorporates two Assignments, one is a research assignment and the other is an activity-based assignment. These two assignments should help develop a research insight, foster creativity and critical thinking and above all create more interest in the course. A case study alongside an embedded ethical dilemma is also included as a special topic.

**Resources:**

1. Text Books
	1. Airline Marketing and Management - Stephen Shaw
	2. Principal of Marketing
	3. Strategic Marketing, 10TH Edition David W Cravens
2. Reference Books

1. Airline Services Marketing Shared Geol
2. G. J. Hooley, N. F. Piercy, B. Nicolaud. (2012). Marketing Strategy And Competitive Positioning (5Th Ed). New York: FT Prentice Hall.
3. Keller, K (2012) Strategic Brand Management (4th Edition) Pearson
4. Kapferer, J (2012) The New Strategic Brand management (5th Edition) Kogan Page
5. Lincoln &Thomassen (2009), Private Label: Turning the Retail Brand Threat into your Biggest Opportunity, Kogan Page
6. Marketing Management – Mullins, Walker , Boyd , McGraw Hill (8th Edition), BusinessStrategy (general )
7. Mullins, J, Walker, O (2012), Marketing Management: A Strategic Decision-Making Approach (8th Edition), McGraw-Hill/Irwin
8. Reference Journal ArticlesTBA (To be announced)
9. Online resources and links:

[www.icao.int](http://www.icao.int)

[www.iata.org](http://www.iata.org)

[www.caapakistan.com.pk](http://www.caapakistan.com.pk)

[www.easa.europa.eu](http://www.easa.europa.eu)

[www.faa.gov](http://www.faa.gov)

1. **TOPICS COVERED WITH THEIR CONTRIBUTION TO PLOs:**

**Theory:-**

|  |
| --- |
| **LECTURE WISE COURSE BREAKDOWN** |
| **Lec** | **Topics** | **Ref** | **Quizzes** | **Assignment** | **CLO** |
| 1-2 | Slo:1 Introduction of the Course & Fundamentals of marketing and getting to know each other1. ULO 1.1: Introduction to Airline Marketing
2. ULO 1.2: Basic knowledge of Marketing
3. ULO1.3: Marketing Aspects of Airline Marketing
 |  1 |  |  | 1,2 |
| 3-4 | SLO: 2 Market for Air Transport Services1. ULO 2.1: Different Markets for aviation Industry
2. ULO 2.2: Airline Passenger Markets and Cargo Markets
 | 2 | Quiz 1 | 01 | 1 |
| 5-6 | SLO: 3 Marketing Environment (PEST Analysis)1. ULO 3.1: PEST analysis
2. ULO 3.2: Assessment on the basis of PEST
 | 3 |  |  | 4 |
| 7-8 | SLO 04 Airline Business & Marketing Strategies1. ULO 4.1: Airline business (Passanger, Cargo and so on)
2. ULO 4.2: Different strategies of Airline Marketing(Segmentation, pricing)
 | 4 | Quiz 2 |  | 1, 2 |
| 9-10 | SLO : 5 Product Analysis & Airline Marketing1. ULO 5.1: Different products of aviation Industry
2. ULO 5.2: Product Analysis of Airline Products.
 | 5 |  | 02 | 1,2  |
| 11-12 | SLO 06: Pricing & Revenue Management1. ULO 6.1: Different pricing strategies of airline products.
2. ULO 6.2: Revenue management of airline products.
 | 6 |  |  | 2c |
| 13 | SLO 07 : Distributing the Product1. ULO 7.1: Distributing strategies (demographic)
 | 7 | Quiz 3 |  | 2a,2c |
| 14 | SLO 08: Brands Management in Airline Marketing1. ULO 8.1: Brands of airlines
2. ULO 8.2: Co-branding
3. ULO 8.1: Brand image
 | 8 |  | 03 | 2c |
| 15-16 | ***MID TERM*** |
| 17-18 | SLO 09: Relationship Management1. ULO 9.1: Customer equity
2. ULO 9.2: Customer Satisfaction
3. ULO 9.1: Impact of Word of mouth
 | 9 | Quiz 4 |  | 2 |
| 19-20 | SLO 10: Airline Selling Policies1. ULO 10.1: Different selling strategies
 | 10 |  |  | 3 |
| 21-22 | SLO 11: Airline Advertisement and Promotional Policies1. ULO 11.1: Airline Advertisement
2. ULO 11.2: Airline promotional strategies
 | 11 | Quiz 5 |  | 3 |
| 23-24 | SLO 12. The Future of Airline Marketing1. ULO 12.1: Contemporary issue of Airline marketing
2. ULO 12.2: Impact of Covid-19 on Airline marketing.
 | 12 |  | 04 | 3 |
| 25-26 | Presentation | 13 | Quiz 6 |  | 3 |
| 27-28 | Presentation  | 14 |  |  |  |
| 29-30 | Revision Session | 15 |  |  | 1,2,3 |

**Assessments:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment** | **Weightage** | **Detail** | **Due** |
| Quiz-1 | 2.5% | Covers Topics: SLO 1 & SLO 2 | 2nd session |
| Quiz-2  | 2.5% | Covers Topics: SLO 3  | 4th session |
| Quiz-3 | 2.5% | Covers Topics: SLO 4 & SLO 5 | 7th session |
| Assignment-1 | 5% | From SLO 1 to SLO 7 |  |
| Mid Exam (Written) | 25% | MCQs and/or Short Essay Qs | 8th session |
| Quiz-1  | 2.5% | Covers Topics: SLO 6 | 10th session |
| Quiz-2  | 2.5% | Covers Topics: SLO 7 & SLO 9 | 12th session |
| Quiz-3 | 2.5% | Covers Topics: SLO 10 AND SLO 11 | 14th session |
| Assessment-2 | 5% | From SLO 8-11 | 14th Session |
| Presentation | 10 | Assigned topics TBA | 15th Session |
| Final Exam(Written) | 40% | MCQs and/or Case Study | As per Controller Exams |

There will be a total of six quizzes. Each quiz will comprise of 10 MCQs with four options for each question. The topics for each quiz are listed above.

**Assignment 1 (Critical Thinking):**

Assignment Topic:

The lecturer may allocate topics from the ones listed below to any group or individual to explore and write down a short essay elucidating it with relevant examples:

1. Different Marketing tool
2. Marketing strategies
3. Segmentation Strategies

**Purpose of this Activity is:**

**i.** To polish skills of students.

ii. To enable students to study /explore relevant topic

iii. To motivate students to excel in this industry.

**Directions:**

**•** Word limit: 100 to 150 words

• Submission: Via Turnitin

**Structure of Report**

* Use Times New Roman 12 font size with line spacing of 1.5 and justify from both sides.

**Assignment-2(Physical Activity)**

Activity: Class activity / practical of Airline marketing tools.

Class activity/: Students will be divided into groups and will be assigned to different airlines

**Purpose of this Activity is to enable students**:

* To familiarize with the working of Airline marketing.
* To keep themselves aware with the different marketing tools.
* To improve their judgment, planning, problem solving and decision-making skills.

Directions:

During practical of marketing tools, Students will be evaluated in the following points

* Situational Awareness,
* Judgment,
* Problem solving and decision making
* Marking Guide/Rubric: Attached

**Assessment Method:**

* Every student will have to conduct at least 5 movements (Departures/Arrivals)with different situation.

**Assignment-3 (Presentation):**

**Assignment Topic:**

The lecturer may allocate topics from below to any group or individual to explore and present before the class:

1. Topics will be notified

**Directions**

1. Time Allowed: 15-20 minutes

2. Group: Each group may have 04 members

3- Each member to present for at least 3 minutes

4 – Questions shall be asked towards the end of presentation at random.

5- The performance evaluation shall be based on body language, dress, tone, pith, time management, logical delivery covering the topic and ability to answer questions.

**Assessment 4 (Ethics):**

Discussion on Professional Ethics

A Case Study on an Ethical Dilemma in airline marketing will be provided and discussed, as one provided below.

This is an in-class activity and the lecturer will award marks (10%) based on the responses on the above questions.

**Study the case:**

(https://bizgovsoc2.wordpress.com/2012/04/09/the-cost-of-safety-ethics-and-the-airline-industry/)

Note:

Specify how will you mark e.g. verbal, Q&A, report etc and provide details of that

**Mid Exam:**

Mid Exam will comprise of MCQs and/or Short Essay type questions

**Final Exam:**

Final Exam will comprise of MCQs and a short case with associated questions. The case will be distributed one week before the exam along with some practice questions from the case.

**Academic Integrity:**

All students are required to uphold the highest levels of academic integrity while participating in this course.

Academic integrity is about: honesty, trust, fairness, respect and responsibility in all work and is vital for any research/scholarship. We need to give proper credit to those who do the work and acknowledge their intellectual contribution. All students enrolled in IAS are to adhere to academic integrity while completing each assessment task.

Dishonesty in assessment can lead to a requirement to undertake additional work, failure in a unit or in a part of it, suspension from the University or even permanent expulsion from the University.

Plagiarism (a form of dishonesty) constitutes using the work of another without indicating by referencing (and by quotation marks when exact phrases or passages are borrowed) that the ideas expressed are not one's own.

**Final Grade:**

Students need to obtain an overall 50% mark to pass this course.