



Degree  Bachelor's  Master's  Doctoral

Lesson Plan for SSRU Next Blended Learning  
College of Hospitality Industry Management  
Suan Sunandha Rajabhat University  
Degree Program - Bachelor Degree  
Program – Airline Business  
Semester 1 Academic Year 2024

Lecturer Mr. Benjapol Worasuwannarak

Course Code ABI 1203

Course Title Airline Marketing Management

Learning Management System (LMS) Moodle

Link of Personal Website (Moodle) [https://elchm.ssrु.ac.th/benjapol\\_wo/](https://elchm.ssrु.ac.th/benjapol_wo/)

Lesson Plan (Online 50 / Onsite 50 / with On demand)

\*(Subject to change to Online 100 with On demand depends on the situation)

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
1	<p>Course Introduction</p> <p>Chapter 1 : The Fundamental of Marketing</p> <ul style="list-style-type: none"> <li>● What is marketing?</li> <li>● Discussion on the topic of “Aviation and Aerospace Industry’s Current and Future Challenges” from Global Aerospace Summit. As well as, regional and domestic market.</li> </ul>	Onsite	<p>Direct Teaching</p> <p>Group Discussion</p>	<p>Mentimeter (What is air transportation?)</p> <p>Powerpoint</p> <p>Lecture Notes</p> <p>VDO: What To Expect From The Aviation Industry Over The Next Decade  <a href="https://www.youtube.com/watch?v=m_J7bK8xZiY_">https://www.youtube.com/watch?v=m_J7bK8xZiY_</a></p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
2	<p>Chapter 2: The marketing for air transport services.</p> <ul style="list-style-type: none"> <li>- Who is customer?</li> </ul>	Onsite	Direct Teaching	<p>Powerpoint</p> <p>Lecture Notes</p>	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>- STP (Segmentation, Targeting, Positioning)</li> </ul> Market segmentation/passenger & freight			<ul style="list-style-type: none"> <li>• Create your group's airline company</li> <li>• Analyze your airline's STP</li> </ul>	Sign-out off the class
3	Chapter 3: The marketing environment PESTEL, SWOT Analysis	Online (with On demand 1)	Google Meet	Powerpoint  Lecture Notes  <ul style="list-style-type: none"> <li>• Self-study and E-learning through Moodle</li> <li>• Quiz (Case: United Airlines)</li> <li>• Group Discussion: PESTEL</li> </ul>	Sign-in to the class  Sign-out off the class
4	Chapter 4: Product Analysis in airlines marketing  <ul style="list-style-type: none"> <li>• What is product?</li> </ul> Theory of product analysis and application to airlines industry	Online	Google Meet	Powerpoint  Lecture Notes  <ul style="list-style-type: none"> <li>• Self-study through Moodle</li> </ul>	Sign-in to the class  Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
				<ul style="list-style-type: none"> <li>VDO: BCG Matrix (<a href="https://www.youtube.com/watch?v=gNR49lk5dS0">https://www.youtube.com/watch?v=gNR49lk5dS0</a>)</li> </ul>	
5	Chapter 5: Key elements of services marketing <ul style="list-style-type: none"> <li>Creating the service product</li> </ul> Design the communications mix for services	Online (with On demand 2)	Google Meet	<ul style="list-style-type: none"> <li>Self-study through Moodle</li> <li>Presentation</li> </ul> Discuss: what will make your airline apart from competitors?	Sign-in to the class Sign-out off the class
6	Chapter 6: Airlines Business and Marketing Strategies <ul style="list-style-type: none"> <li>Five forces</li> </ul> Low cost Strategic	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Self-study and E-learning through Moodle</li> <li>Case: Research paper on LCC</li> </ul>	Sign-in to the class Sign-out off the class
7	Chapter 7: Pricing and Revenue Management	Onsite	Direct Teaching	Powerpoint  Lecture Notes	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>Revenue Management</li> </ul> Pricing Tactics			<ul style="list-style-type: none"> <li>Self-study and E-learning through Moodle</li> </ul> Do a marketing plan for your airline	Sign-out off the class Midterm Examination Paper
8	Midterm	Onsite			
9	Chapter 8: Distribution Services <ul style="list-style-type: none"> <li>Distribution Channel in a services Context</li> <li>Reservation</li> </ul> Service Process	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Lecture and group discussion</li> <li>Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>Self-study and E-learning through Moodle</li> </ul>	
10	Chapter 9: Brand Management in airlines marketing <ul style="list-style-type: none"> <li>What is brand?</li> <li>Brand building strategies</li> <li>CSR</li> </ul>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Lecture and group discussion</li> <li>Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>Self-study and E-learning through Moodle</li> </ul> Case study: Brand-identity Prism Model	

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>Customer experience management</li> </ul>				
11	Chapter 10: Relationship Marketing <ul style="list-style-type: none"> <li>Fundamentals of Relationship Marketing</li> <li>Components of Relationship Marketing Strategy</li> </ul> Frequent Flyer	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Lecture</li> <li>Quiz</li> <li>Select the airline you like that has a strong value proposition; identify, what make you to believe the products &amp; services have a great value?</li> </ul> Video: Powerful strategies for communicating your value ( <a href="https://www.youtube.com/watch?v=tN6KpIHrI">https://www.youtube.com/watch?v=tN6KpIHrI</a> )	
12	Chapter 11 : Airlines Selling, Advertising and Promotional Policies	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Lecture and group discussion</li> <li>Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>Self-study and E-learning through Moodle</li> <li>Show airline advertising and other products both printed and non-printed</li> </ul>	

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
				Create your airline advertisement: represent the value of your services & products	
13	<p>Chapter 12: Planning the service environment</p> <ul style="list-style-type: none"> <li>• The purpose of service environment</li> <li>• Consumer responses to service environment</li> </ul> <p>Dimension of the service environment</p>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Self-study and E-learning through Moodle</li> </ul>	
14	<p>Chapter 13: Managing people for service advantage</p> <ul style="list-style-type: none"> <li>• Service workforces</li> <li>• Service leadership and culture</li> </ul>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Self-study and E-learning through Moodle</li> </ul> <p>Case: Richard Brandson, Like a Virgin.</p>	

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	Airline Customer service Management				
15	Chapter 14: Customer feedback and service Recovery <ul style="list-style-type: none"> <li>● Customer complaining behavior</li> <li>● Service guarantees</li> <li>● Learning from customer feedback</li> </ul>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>● Self-study and E-learning through Moodle</li> </ul>	
16	Group presentation VDO clip ‘Airline Marketing Strategic Approach in 5 years” clip 5 minutes planning’ Discussion, Summarize & Quiz (if any)	Onsite *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Presentation  Discussion	Sign-in to the class Sign-out off the class Quiz
17	<b>Final Examination</b>	Onsite / Online			Sign-in to the class



Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
		(Subject to change)			Sign-out off the class Final Examination Paper

*\*All class schedules are subject to change due to situations.*

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## Section 1 General Information

### 1. Code and Course Title:

Course Code: ABI 1203

Course Title (English): Airline Marketing Management  
(Thai): การจัดการการตลาดสายการบิน

### 2. Credits: 3 (2-2-5)

### 3. Curriculum and Course Category:

3.1 Curriculum: Offer in College of Hospitality Industry Management, Bachelor of Arts in Airline Business

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

### 4. Lecturer Responsible for Course and Instructional Course Lecturer(s):

4.1 Lecturer responsible for Course: Mr. Benjapol Worasuwannarak

4.2 Instructional Course Lecturers: Mr. Benjapol Worasuwannarak

### 5. Contact/Get in touch

Room number 304

5.1 Mr. Benjapol Worasuwannarak

Tel: 061 6526222

E-mail: benjapol.wo@ssru.ac.th

**6. Semester/ Year of Study**

6.1 Semester: 1 Year of Study 2024

6.2 Number of the students enrolled: 1 class(es) (approx. 10 students/class)

**7. Pre-requisite Course (If any)**

None

**8. Co-requisite Course (If any)**

None

**9. Learning Location**

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,  
Nakhonpathom Education Center.

**10. Last Date for Preparing and Revising this Course:**

10<sup>th</sup> May 2024

## Section 2 Aims and Objectives

### 1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

#### 1.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in airline business according to moral concepts and judgments.

#### 1.2 Knowledge

- (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use airline business knowledge integrated with other disciplines

#### 1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

#### 1.4 Interpersonal Skills and Responsibility

- (1) Be able to communicate in English.
- (2) Be able to use English to solve Airline business problem.
- (3) Initiate some new type of air transport business ideas and have leadership.

#### 1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve air transport business problems.

(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.

**2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

## Section 3 Characteristics and Operation

### 1. Course Outline / Course Structure

English: Marketing and commercial strategy development, product management and brand, customer life cycle management, E – commerce and pricing, loyalty program, airline alliances and cross – industry partnership marketing strategies, customer value optimization, marketing information and research, integration of multiple marketing channels, low cost carriers, customer acquisition and retention marketing and customer life time value.

Thai: การตลาดและการพัฒนากลยุทธ์เชิงพาณิชย์ การจัดการผลิตภัณฑ์และยี่ห้อ การบริหารวงจรชีวิตลูกค้า การพาณิชย์แบบใช้อิเล็กทรอนิกส์ และราคา, รายการส่งเสริมความภักดีของลูกค้า พันธมิตรสายการบินและกลยุทธ์การตลาดในการสร้างพันธมิตรธุรกิจต่างอุตสาหกรรม การสร้างคุณค่าให้แก่ลูกค้าการวิจัยและข้อมูลการตลาด การบูรณาการช่องทางการตลาดที่หลากหลาย, สายการบินต้นทุนต่ำ, การตลาดเพื่อลูกค้าใหม่และการรักษาลูกค้าเดิมและการสร้างคุณค่าให้ลูกค้าตลอดชีวิต

### 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
45	3+ (if any)	0	90

### 3. Time Length per Week for Individual Academic Consulting and Guidance

- Self consulting at the lecturer’s office: Office Hours at Room Number 304

College of Hospitality Industry Management, Nakhonpathom Campus

- Consulting via E-Mail: [benjapol.wo@ssru.ac.th](mailto:benjapol.wo@ssru.ac.th)



## Section 4 Developing Student's Learning Outcomes

### 1. Morals and Ethics

#### 1.1 Morals and Ethics to be developed

- \* (1) Be able to deliver or to complete a required task at the appointed time.
- \* (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold
- \* (3) Be able to make decisions in airline business according to moral concepts and judgments.

#### 1.2 Teaching Strategies

- (1) Lecture (On-line, Off-line)
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

#### 1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

### 2. Knowledge

#### 2.1 Knowledge to be developed

- \* (1) Be able to identify the air transport business services and activities and describe important case studies
- \* (2) Be able to provide an analysis and provide the solution to real world problems
- \* (3) Be able to use airline business knowledge integrated with other disciplines

#### 2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

### **2.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- \* (1) The ability to gather and summarize information, and conduct research
- \* (2) Self-study and sharing information to the class
- \* (3) The ability to solve problems from case studies

### **3.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

### **3.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- \* (1) Be able to communicate in English.
- \* (2) Be able to use English to solve Airline business problem.
- \* (3) Initiate some new type of air transport business ideas and have leadership.

### **4.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

### **4.3 Assessment Strategies**

- (1) Written examinations

(2) Group assignment

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information Technology to be developed**

- \* (1) Be able to use basic ICT skills and apply them to daily.
- \* (2) Be able to use statistics and mathematics to solve air transport business problems.
- \* (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

### **5.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

### **5.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan and Assessment

Lesson Plan (Online 50 / Onsite 50 / with On demand)

\*(Subject to change to Online 100 with On demand depends on the situation)

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
1	<p>Course Introduction</p> <p>Chapter 1 : The Fundamental of Marketing</p> <ul style="list-style-type: none"> <li>● What is marketing?</li> <li>● Discussion on the topic of “Aviation and Aerospace Industry’s Current and Future Challenges” from Global Aerospace Summit.</li> </ul>	Onsite	<p>Direct Teaching</p> <p>Group Discussion</p>	<p>Mentimeter (What is air transportation?)</p> <p>Powerpoint</p> <p>Lecture Notes</p> <p>VDO: What To Expect From The Aviation Industry Over The Next Decade</p> <p><a href="https://www.youtube.com/watch?v=m_J7bK8xZiY_">https://www.youtube.com/watch?v=m_J7bK8xZiY_</a></p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	As well as, regional and domestic market.				
2	<p>Chapter 2: The marketing for air transport services.</p> <ul style="list-style-type: none"> <li>- Who is customer?</li> <li>- STP (Segmentation, Targeting, Positioning)</li> </ul> <p>Market segmentation/passenger &amp; freight</p>	Onsite	Direct Teaching	<p>Powerpoint</p> <p>Lecture Notes</p> <ul style="list-style-type: none"> <li>● Create your group's airline company</li> <li>● Analyze your airline's STP</li> </ul>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
3	<p>Chapter 3: The marketing environment</p> <p>PESTEL, SWOT Analysis</p>	<p>Online (with On demand 1)</p>	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p> <ul style="list-style-type: none"> <li>● Self-study and E-learning through Moodle</li> <li>● Quiz (Case: United Airlines)</li> <li>● Group Discussion: PESTEL</li> </ul>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
4	<p>Chapter 4: Product Analysis in airlines marketing</p> <ul style="list-style-type: none"> <li>• What is product?</li> </ul> <p>Theory of product analysis and application to airlines industry</p>	Online	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p> <ul style="list-style-type: none"> <li>• Self-study through Moodle</li> <li>• VDO: BCG Matrix (<a href="https://www.youtube.com/watch?v=gNR49lk5dS0">https://www.youtube.com/watch?v=gNR49lk5dS0</a>)</li> </ul>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
5	<p>Chapter 5: Key elements of services marketing</p> <ul style="list-style-type: none"> <li>• Creating the service product</li> </ul> <p>Design the communications mix for services</p>	Online (with On demand 2)	Google Meet	<ul style="list-style-type: none"> <li>• Self-study through Moodle</li> <li>• Presentation</li> </ul> <p>Discuss: what will make your airline apart from competitors?</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
6	Chapter 6: Airlines Business and Marketing Strategies	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>• Self-study and E-learning through Moodle</li> <li>• Case: Research paper on LCC</li> </ul>	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>Five forces</li> </ul> <p>Low cost Strategic</p>				Sign-out off the class
7	<p>Chapter 7: Pricing and Revenue Management</p> <ul style="list-style-type: none"> <li>Revenue Management</li> </ul> <p>Pricing Tactics</p>	Onsite	Direct Teaching	<p>Powerpoint</p> <p>Lecture Notes</p> <ul style="list-style-type: none"> <li>Self-study and E-learning through Moodle</li> </ul> <p>Do a marketing plan for your airline</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p> <p>Midterm Examination Paper</p>
8	Midterm	Onsite			
9	<p>Chapter 8: Distribution Services</p> <ul style="list-style-type: none"> <li>Distribution Channel in a services Context</li> <li>Reservation</li> </ul> <p>Service Process</p>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Lecture and group discussion</li> <li>Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>Self-study and E-learning through Moodle</li> </ul>	
10	Chapter 9: Brand Management in airlines marketing	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>Lecture and group discussion</li> </ul>	

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>• What is brand?</li> <li>• Brand building strategies</li> <li>• CSR</li> <li>• Customer experience management</li> </ul>			<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Self-study and E-learning through Moodle</li> </ul> Case study: Brand-identity Prism Model	
11	Chapter 10: Relationship Marketing <ul style="list-style-type: none"> <li>• Fundamentals of Relationship Marketing</li> <li>• Components of Relationship Marketing Strategy</li> </ul> Frequent Flyer	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Quiz</li> <li>• Select the airline you like that has a strong value proposition; identify, what make you to believe the products &amp; services have a great value?</li> </ul> Video: Powerful strategies for communicating your value ( <a href="https://www.youtube.com/watch?v=tN6KpIHlrlI">https://www.youtube.com/watch?v=tN6KpIHlrlI</a> )	
12	Chapter 11 : Airlines Selling, Advertising and Promotional Policies	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> </ul>	



Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
				<ul style="list-style-type: none"> <li>● Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>● Self-study and E-learning through Moodle</li> <li>● Show airline advertising and other products both printed and non-printed</li> </ul> <p>Create your airline advertisement: represent the value of your services &amp; products</p>	
13	<p>Chapter 12: Planning the service environment</p> <ul style="list-style-type: none"> <li>● The purpose of service environment</li> <li>● Consumer responses to service environment</li> </ul> <p>Dimension of the service environment</p>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>● Lecture and group discussion</li> <li>● Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>● Self-study and E-learning through Moodle</li> </ul>	
14	Chapter 13: Managing people for service advantage	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>● Lecture and group discussion</li> </ul>	

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>• Service workforces</li> <li>• Service leadership and culture</li> </ul> <p>Airline Customer service Management</p>			<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Self-study and E-learning through Moodle</li> </ul> <p>Case: Richard Brandson, Like a Virgin.</p>	
15	<p>Chapter 14: Customer feedback and service Recovery</p> <ul style="list-style-type: none"> <li>• Customer complaining behavior</li> <li>• Service guarantees</li> <li>• Learning from customer feedback</li> </ul>	Onsite	Direct Teaching	<ul style="list-style-type: none"> <li>• Self-study and E-learning through Moodle</li> </ul>	
16	<p>Group presentation VDO clip  ‘Airline Marketing Strategic Approach in 5 years’ clip 5 minutes</p>	Onsite	<p>Direct Teaching</p> <p>Moodle</p>	<p>Presentation</p> <p>Discussion</p>	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	planning' Discussion, Summarize & Quiz (if any)	*Subject to change to Online	*Google Meet		Sign-out off the class Quiz
17	<b>Final Examination</b>	Onsite / Online (Subject to change)			Sign-in to the class Sign-out off the class Final Examination Paper

*\*All class schedules are subject to change due to situations.*

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Morals and Ethics</b> - Academic honesty - Personal discipline, integrity, and responsibility	Attendance Written examinations, group assignment	Throughout the semester	10%
2	<b>Knowledge</b> - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	Throughout the semester	40%
3	<b>Cognitive Skills</b> -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	<b>Interpersonal Skills and responsibility</b> - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	20%
5	<b>Numerical Analysis, Communication and Information Technology Skills</b> - Development of communication and information technology skills	Written examinations, group assignment	Throughout the semester	10%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	- Ability to communicate in English			

### 3. Assessment Evaluation

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Presentation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
<b>1. Morals and Ethics (10%)</b>								
- Be able to deliver or to complete a required task at appointed time	2	1		1	1			5
- Be able to do the right thing according to the values, beliefs, and principles they claim to hold	2				1			3
- Be able to make decisions in business according to moral concepts and judgments			1	1				2
<b>2. Knowledge (55%)</b>								
- Be able to identify the proper theories and describe important case studies (Individual presentation and Examination)		4	1		2	8	20	35
- Be able to provide an analysis and provide the solution to real world problems			2	1	3	5		11

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment	Participation (10%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
(Quiz/Individual presentation and Group presentation)									
- Be able to organize self-study and sharing information to the class (Presentation)	2	2	5						<b>9</b>
<b>3. Cognitive skills (20%)</b>									
- The ability to gather and summarize information, and conduct research (In-class practice)	2	1							<b>3</b>
- Self-study and sharing information to the class		1							<b>1</b>
- The ability to solve problems from case studies (Examination and Report – if any)			1				6	9	<b>16</b>
<b>4. Interpersonal skills and Responsibilities (5%)</b>									
- Be able to use interpersonal English communication skills	1		1						<b>2</b>
- Be able to collaborate well in teams for problem solving			1	1					<b>2</b>
- Be able to show leadership skills			1						<b>1</b>
<b>5. Numerical Analysis, Communication and Information Technology Skills (10%)</b>									
- Be able to use IT to search for new knowledge and apply numerical analysis in		1	1				1	2	<b>3</b>

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
communication with emphasis on practical and real life experiences								
- Be able to use ICT skills and apply them	1				2			4
- Be able to use ICT in the work place and apply numerical analysis in communication			1					3
<b>Total</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>100</b>

**\*Remarks:**

1. The students must attend the class at least 80%.
2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students.
3. The students will decide for the team scoring individually for their friends in Group assignment participation – 5%.
4. The individual and group assignment evaluation will be based on Content, English skill, and Personality.

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

Malaval P., Benaroya C. (2002). *Aerospace Marketing Management*. FR:Kluwer Academic.

### 2. Important Documents for Extra Study:

Iatrou K., Oretti M. (2008). *Airline Choices for the future: from alliances to mergers*.

UK: ASHGATE.

Lovelock C., Wirtz J. (2004). *Service Marketing; People, Technology, Strategy* (5th ed.). UK:Pearson.

Solomon, Marshall, Stuart. (2009). *Marketing: Real People, Real Choices* (6th ed.).

### 3. Suggestion Information (Printing Materials/Website/CD/Others)

[www.airlinetrends.com](http://www.airlinetrends.com)

Keywords for searching:

airlines, airline marketing, marketing strategies



## Section 7 Course Evaluation and Revising

### 1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the second-year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

### 2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignment is interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the class room.

2.2 The Director / Head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### **3. Teaching Revision**

Lecturer revises teaching/learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research, Student evaluation and suggestions for improvement to the course

### **4. Feedback for Achievement Standards**

College Administrator Committee monitor to assessment process and Grading.

### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every two years.
- (2) Assign different lecturers to teach this course to enhance students' Performance.