

TQF.3



Bachelor's Degree

Master's Degree

# **College of Hospitality Industry Management**

## **Course Specification**

Course Code: ABI2206 Course Title: Airline Sale  
Strategies

Credits: 3(3-0-6)

Program: Airline Business  
College of Hospitality Industry Management  
Suan Sunandha Rajabhat University (CHM)

Semester : 2 Academic Year :2023

## Section 1 General Information

### 1. Code and Course Title :

Course Code: ABI 2402

Course Title (English): Airline Sales Strategies

Course Title (Thai): กลยุทธ์การขายในอุตสาหกรรมการบิน

### 2. Credits : 3 (3-0-6)

### 3. Curriculum and Course Category :

3.1 Curriculum: Offer in International College, Bachelor of Arts in Airline Business program

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 Worasuwanarak

### 5. Contact/Get in Touch

Room Number: 304 Tel: 034 964 934

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

### 6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2023

6.2 Number of the students enrolled: 1 class

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

None

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

None

## **9. Learning Location**

Suan Sunandha Rajabhat University, Nakhon Pathom Campus

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

2<sup>nd</sup> January 2023

## **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) Academic honesty
- (2) Personal discipline, integrity, and responsibility
- (3) The ability to do the right thing according to values

#### 1.2 Knowledge

- (1) Basic understanding of human resource management theories and knowledge relevant to aviation industry
- (2) The ability to provide an analysis and provide the solution to real practice in information system
- (3) The ability to use aviation knowledge integrated with other disciplines.

#### 1.3 Cognitive Skills

- (1) Development of analytical and critical thinking skills
- (2) Self-study and sharing information from case studies
- (3) The ability to solve problems from case studies

#### 1.4 Interpersonal Skills and Responsibility

- (1) Ability to work individually and as a part of team
- (2) Ability to calculate on mathematic for business skills
- (3) Ability to use ICT skills and apply them to daily life

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

- (1) Development of communication and information technology skills
- (2) Ability to communicate in English

(3) Ability to use ICT skills and apply them to daily life

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

According to the previous course, airline sale strategies are quickly changing to the modernized world of sale and marketing. This course needs to adjust and develop to up to date strategies of sale force method. The students will learn both theory and practical with today case.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

Sales and marketing goals. Strategic sales targets and key buying influences. Anticipate customer responses. Managing resources at both the strategic and tactical levels. Plan for managing each sales process, selling style for long-term customer relationship. Review a sales transaction. Prepare and plan for sales call. Delivering effective presentations.

การศึกษาเกี่ยวกับเป้าหมายทางการขายและการตลาด, กลยุทธ์ทางเป้าหมายการขายและอิทธิพลที่สำคัญทางการซื้อต่างๆ การคาดคะเนการตอบรับของลูกค้า การบริหารทรัพยากรทั้งในระดับกลยุทธ์ และยุทธวิธี, การวางแผนการบริหารสำหรับขั้นตอนในการขายต่างๆ รูปแบบการขายสำหรับความสัมพันธ์ระยะยาว การทบทวนการซื้อขาย, การเตรียมพร้อมสำหรับการขายทางโทรศัพท์ และการนำเสนอที่ประสบผลสำเร็จ

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

| Lecture<br>(hours) | Remedial Class<br>(hours) | Practice/<br>Field Work/<br>Internship (hours) | Self Study<br>(hours) |
|--------------------|---------------------------|--|-----------------------|
| 48                 | 3+ (if any)               | 0  | 96                    |

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

3.1 Self-consulting at the lecturer's office: Room Number 304, Building (Nakhon Pathom Education Center)

3.2 Consulting via office telephone/mobile phone 0616526222

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

3.4 Consulting via Computer Network Website:  
[elchm.ssru.ac.th/benjapol\\_wo](http://elchm.ssru.ac.th/benjapol_wo)

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals and Ethics to be developed**

- (1) Academic honesty
- (2) Personal discipline, integrity, and responsibility
- (3) The ability to do the right thing according to values

#### **1.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

#### **1.3 Assessment Strategies**

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

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Basic understanding of information system theories and knowledge relevant to aviation industry
- (2) The ability to provide an analysis and provide the solution to real practice in information system
- (3) The ability to use aviation knowledge integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

### **2.3 Assessment Strategies**

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

## **3. Cognitive Skills**

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

- (1) Development of analytical of work
- (2) Self-study and sharing information from case studies
- (3) The ability to solve problems from case studies

### **3.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative 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) The ability to communicate in English
- (2) The ability to solve problem in English
- (3) The ability to initiate some new idea

### **4.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative 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) Ability on Information technology skills
- (2) Ability to calculate on mathematic for business skills
- (3) Ability to use ICT skills and apply them to daily life

### **5.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class



- (3) Group discussion
- (4) Co-operative learning

### 5.3 Assessment Strategies

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

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

| Week | Topic/Outline  | Periods | Learning Activities and Medias   | Lecturer(s)  |
|------|--|---------|--|--------------|
| 1    | Chapter 1: Introduction to Airline Sale Strategies<br>- Rules and Regulations in class<br>- Communication: Get to know | 3       | <ul style="list-style-type: none"><li>• Guide line to study the course</li><li>• Student-centered: Cooperative learning</li><li>• Individual discussion on get to know sale strategies</li></ul> | Mr. Benjapol |
| 2    | Chapter 2: Key to sale success   | 3       | <ul style="list-style-type: none"><li>• Direct instruction</li><li>• Student-centered: Cooperative learning</li><li>• Group discussion on key success method</li></ul>                           | Mr. Benjapol |
| 3    | Chapter 3: The foundation of sale strategies   | 3       | <ul style="list-style-type: none"><li>• Direct instruction</li><li>• Student-centered: Cooperative learning</li></ul>  | Mr. Benjapol |

|   |  |   |  |              |
|---|--|---|--|--------------|
|   |  |   | <ul style="list-style-type: none"> <li>• Group discussion on possible sale strategies</li> </ul>   |              |
| 4 | Chapter 4: The process of a sales program  | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> </ul> <p>Group discussion on selling and buying process</p> | Mr. Benjapol |
| 5 | Chapter 5: Linking strategies and the sale role in the era of customer relationship management | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on customer expectation</li> </ul>   | Mr. Benjapol |
| 6 | Chapter 6: Organizing the sale effort  | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on product organization</li> </ul>   | Mr. Benjapol |
| 7 | Chapter 7: The strategic role of information in sale management                                | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on sale forecasting</li> </ul>       | Mr. Benjapol |
| 8 | <b>Mid-term Examination</b>  | 3 | <ul style="list-style-type: none"> <li>• Paper test</li> </ul>   | Mr. Benjapol |
| 9 | Chapter 8: Salesperson performance: Behavior,  | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered:</li> </ul>  | Mr. Benjapol |

|    |   |   |  |              |
|----|---|---|--|--------------|
|    | Role perceptions, and Satisfaction<br>- Infographic   |   | Cooperative learning<br>• Group discussion on salesperson role model   |              |
| 10 | Chapter 9: Salesperson performance: Making the brand  | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on sale motivation and CRM</li> </ul>        | Mr. Benjapol |
| 11 | Chapter 10: Sale aptitude: Criteria for selecting salesperson                                     | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on characteristics of salesperson</li> </ul> | Mr. Benjapol |
| 12 | Chapter 11: Sale force recruitment and pricing strategy   | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on recruiting challenge</li> </ul>           | Mr. Benjapol |
| 13 | Chapter 12: Sale training: Objective, Techniques, and Evaluation<br>- Develop selling to customer | 3 | <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> <li>• Group discussion on customer</li> </ul>                       | Mr. Benjapol |

|    |                                       |   |  |              |
|----|---------------------------------------|---|--|--------------|
|    |                                       |   | engagement   |              |
| 14 | Chapter 13: Evaluation of all chapter | 3 | <ul style="list-style-type: none"><li>• Direct instruction</li><li>• Student-centered: Cooperative learning</li><li>• Group discussion on sale control</li></ul> | Mr. Benjapol |
| 15 | Group Presentation and Revision       | 3 | <ul style="list-style-type: none"><li>• Direct instruction: Questions and Answers</li><li>• Final group presentation</li></ul>                                   | Mr. Benjapol |
| 16 | <b>Final Examination</b>              | 3 | <ul style="list-style-type: none"><li>• Paper test</li></ul>   | Mr. Benjapol |

## 2. Learning Assessment Plan

|   | <b>Learning Outcome</b>  | <b>Assessment Activities</b>                            | <b>Time Schedule (Week)</b> | <b>Proportion for Assessment (%)</b> |
|---|--|---|-----------------------------|--------------------------------------|
| 1 | <b>Morals and Ethics</b><br>(1) Academic honesty<br>(2) Personal discipline, integrity, and responsibility<br>(3) The ability to do the right thing according to values  | Written examinations, group assignment                  | 1-17                        | 10%                                  |
| 2 | <b>Knowledge</b><br>(1) Basic understanding of information system theories and knowledge relevant to aviation industry<br>(2) The ability to provide an analysis and provide the solution to real practice in information system<br>(3) The ability to use aviation knowledge integrated with other disciplines. | Written examinations, group assignment, Active Learning | 1-17                        | 40%                                  |
| 3 | <b>Cognitive Skills</b>  |   |                             |                                      |

|   |   |  |             |            |
|---|---|--|-------------|------------|
|   | <p>(1) Development of analytical of work</p> <p>(2) Self-study and sharing information from case studies</p> <p>(3) The ability to solve problems from case studies</p>   | <p>Written examinations, group assignment, Active Learning</p> | <p>1-17</p> | <p>20%</p> |
| 4 | <p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) The ability to work individually and as a part of team</p> <p>(2) The ability to solve information system problem</p> <p>(3) The ability to initiate some new idea</p>   | <p>Written examinations, group assignment</p>                  | <p>1-17</p> | <p>20%</p> |
| 5 | <p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Development of communication and information technology skills</p> <p>(2) Ability to calculate on mathematic for business skills</p> <p>(3) Ability to use ICT skills and apply them to daily life</p> | <p>Written examinations, group assignment</p>                  | <p>1-17</p> | <p>10%</p> |

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Churchill et al., (2006) Sale Force Management 8<sup>th</sup> edition. McGraw Hill

### **2. Important Documents for Extra Study**

Ingram et al., (2008) Professional Selling, A Trust-Based Approach 4<sup>th</sup> edition. Thomson South-Western

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

**Keywords for searching:** Airline management, Sale, Sale management, Sale strategies, Sale force

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

Student evaluation and suggestions for improvement to the course

### **2. Strategies for Course Evaluation by Lecturer**

Examinations, assignments, and group discussion results

### **3. Teaching Revision**

Student evaluation and suggestions for improvement to the course

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

Review by self, students, and Division Standards Committee

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

Review by self, students, and Division Standards Committee



**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

| Courses   | 1. Morals and Ethics   |   |   | 2. Knowledge |   |   | 3. Cognitive Skills |   |   | 4. Interpersonal Skills and Responsibility |   |   | 5. Numerical Analysis, Communication and Information Technology Skills |   |   |  |  |  |
|---|------------------------|---|---|--------------|---|---|---------------------|---|---|--|---|---|--|---|---|--|--|--|
|   | ● Major Responsibility |   |   |              |   |   |                     |   |   | ○ Minor Responsibility                     |   |   |  |   |   |  |  |  |
| Course Category:<br>Elective course                                     | 1                      | 2 | 3 | 1            | 2 | 3 | 1                   | 2 | 3 | 1  | 2 | 3 | 1  | 2 | 3 |  |  |  |
| Course Code:<br>IGS 1101<br>Course Title:<br>Introduction to Psychology | ●                      | ○ | ○ | ●            | ○ | ○ | ●                   | ○ | ○ | ○  | ● | ○ | ●  | ○ | ○ |  |  |  |