

TQF.3



Bachelor's Degree

Master's Degree

**College of
Hospitality Industry Management**

Course Specification

Course Code: IAC2206 Course Title: Airline Marketing Management
Credits: 3(3-0-6)

Program: Airline Business International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 1 Academic Year: 2022

Section 1: General Information

1. Code and Course Title:

Course Code: IAC2206
Course Title (English): Airline Marketing Management
Course Title (Thai): การจัดการการตลาดสายการบิน

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

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts
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:

Mrs. Korawin Kungwola

4.2 Instructional Course Lecturer (s):

Mrs. Korawin Kungwola

5. Contact/Get in Touch

Room Number 304 Tel. E-mail: korawin.ku@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2022

6.2 Number of the students enrolled: 25

7. Pre-requisite Course (If any)

Course Code: ...-.....Course Title or None

8. Co-requisite Course (If any)

Course Code:-..... Course Title-.....or None

9. Learning Location

Building Number:

10. Last Date for Preparing and Revising this Course:

Date 1 August 2022

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 describe the characteristic of air transport market.
- (2) Be able to explain the airlines' marketing mix, airlines market strategies for both low cost and full services;
- (3) Be able to describe the impact of internal and external environment towards airline industry.
- (4) Be able to analyze the airlines competition and apply strategic tools to become advantages.

1.3 Cognitive Skills

- (1) Be able to gather and summarize information, and report.
- (2) Able to analyze, synthesize information from self-study and sharing information to classroom.
- (3) Able to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for assignment: select ideas in airline business from different perspectives.
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(2) Can communicate in English and use English to solve airlines business problems.

(3) Able to initiate new airlines' product or create airline advertisement and have leadership.

1.5 Numerical Analysis, Communication and Information

Technology Skills

(1) Have presentation skills with self-confident, public speaking

(2) Can use correct body and non-body language in presentations.

(3) Can use ICT to find information, analyze statistic report of airlines.

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

To broaden and adaptability student's knowledge in Airlines industry business, prepare their readiness/customize in airline market environment and strategic tools for student's future career endeavor.

Section 3: Characteristics and Operation

1. Course Outline

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.

การตลาดและการพัฒนากลยุทธ์เชิงพาณิชย์ การจัดการผลิตภัณฑ์และยี่ห้อ การบริหารวงจรชีวิตลูกค้า การพาณิชย์แบบไอทีอิเล็กทรอนิกส์ 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)
32		32

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number 304

Building International College (Nakhonpathom Education

Center/SSRU)

3.2 Consulting via office telephone/mobile phone:

3.3 Consulting via E-Mail korawin.ku@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line: nokmek

3.5 Consulting via Computer Network (Internet/Web board) :

Moodle

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 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 business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains airline business ethics.

1.3 Assessment Strategies

- (1) Checking student attendance every class.
- (2) Student able to apply their knowledge in practical i.e. airline marketing exhibition, safety fair...
- (3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be developed

- (1) Understanding the airline business theories and important case studies taught.
- (2) To be able to provide an analysis and provide the solution to real world problems.
- (3) To be able to use airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning
 - (2) Use cooperative learning techniques
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- (3) Invite guest speaker who is an expert in real world business

2.3 Assessment Strategies

- (1) Test, midterm examination, and final examination
- (2) A group project report
- (3) Class Presentation

3. Cognitive Skills

3.1 Cognitive Skills to be developed

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

3.2 Teaching Strategies

- (4) Group Presentations
- (5) Participate in competitions
- (6) Problem-based learning

3.3 Assessment Strategies

- (1) Test, midterm examination, and final examination
- (2) A group project report
- (3) Class Discussion

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to communicate with foreigners in English and another language
- (2) Be able to use English to solve airline business problem
- (3) Initiate some new airline service ideas and have leadership

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members
 - (2) Practice business manner and how to deal with customers
 - (3) Use advance business English to communicate in class and
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with lecturers

4.3 Assessment Strategies

- (1) How students participate in teamwork
- (2) How students use advance business English in their presentation.

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.
- (2) Be able to use statistics and mathematics to solve business problems.
- (3) Be able to use ICT in the work place and apply numerical analysis in

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve problems
- (2) Use activities such as encouraging students to show their work in an exhibition.
- (3) Students will form a team and do the group projects that require two-way communication and develop their social skills.

5.3 Assessment Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems.
- (2) Evaluate their ability to present their work in at a exhibition.
- (3) Evaluate their ability to use software computer such as Amadeus doing their work.

6. Other Domain

- (1) Develop students' ICT skills and knowledge to be ready for Thailand 4.0
 - (2) Guide students to use technology ethically
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Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.

(Program Specification)

Section 5: Lesson Plan and Assessment

1. Lesson Plan

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
1	Introduction to course -What is marketing? - STP - 7Ps concept Unit 1: Role of marketing? -Customer and consumer behavior -The marketing mix	Online	Google Meet	YouTube Power point VDO <u>Aviation and Aerospace Industry's Current and Future Challenges</u>	-Sign-in to the class Sign-out off the class -Analyze your airline's STP
2	Unit 2: The marketing environment -Macro & Micro factors	Online On Demand	Google Meet	VDO Clip Power point Assignment: Create your group's airline company Case Study	-Sign-in to the class Sign-out off the class, - Q & A

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
3	Unit 3: PESTE Analysis	Online	Google Meet	PowerPoint Group Discussion	-Sign-in to the class Sign-out off the class

4	Unit 4: Developing market strategies -Planning -Auditing -Segmenting	Online	Google Meet	PowerPoint	-Sign-in to the class Sign-out off the class
5	Unit 5: Create marketing plan -process -target segmentation -objective	Online On Demand	Google Meet	YouTube PowerPoint Workshop: Group discussion What will make your airline differentiate?	-Sign-in to the class Sign-out off the class, -Workshop project

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
6	Unit 6: Airlines product and services -product life cycle	Online On Demand	Google Meet	PowerPoint	-Sign-in to the class Sign-out off the class
7	-Product life cycle -Ansoft Matrix, -BCG, -Value Chain,	Online On Demand	Google Meet	Group Presentation	-Sign-in to the class Sign-out off the class - Group Assignment

	-Focus Strategy - (presentation)				
8	Midterm	Online	Google Form		-Sign-in to the class Sign-out off the class -Midterm Test
9	Unit7: Pricing and Revenue Management -Revenue Management -Pricing Tactics	Onsite On demand	Self-study	Pricing strategies of your airline	-Sign-in to the class Sign-out off the class -Individual presentation

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
10	Unit 8: Promote the products and services -AIDAS model -social media -promotion mix	Onsite	Active Learning Group Discussion	YouTube PowerPoint	-Sign-in to the class Sign-out off the class
11	Unit 9: Distribute the products and services -channel of distribution	Onsite	Active learning Group Discussion	PowerPoint	-Sign-in to the class Sign-out off the class -Individual Practice
12	Unit 10: airline	Onsite	Active Learning	YouTube	-Sign-in to

	alliances -Fréquent Flyer -Alliance overview	On demand	Group Discussion Think Pair share	PowerPoint	the class Sign-out off the class Assignment
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week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
13	Marketing management in practice	Onsite	Active Learning	PowerPoint Project: Select the airline you like that has a strong value proposition; identify, what make you to believe the products & services have a great value?	-Sign-in to the class Sign-out off the class
14	Unit 10: Customer acquisition and retention marketing	Onsite On demand	Active Learning Group Discussion	PowerPoint YouTube	-Sign-in to the class Sign-out off the class
15	Final Project	Onsite	-Student centered		-Sign-in to the class Sign-out off the class -Individual Practice

week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
16	Wrap up	Onsite	Group discussion	Power Point	-Sign-in to the class Sign-out off the class

17	Final Exam	Onsite		Paper test	-Sign-in to the class Sign-out off the class -Paper Test
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2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>1. Be able to deliver or to complete a required task at appointed time.</p> <p>2. Be able to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>3. Be able to make decisions in business according to moral concepts and judgments.</p>	<p>1. Class attendant and participation</p> <p>2. Group discussion</p>	Throughout semester	10 %
2	<p>Knowledge</p> <p>(1) Be able to describe the characteristic of air transport market.</p> <p>(2) Be able to explain the airlines' marketing mix, airlines market strategies for both low cost and full services;</p> <p>(3) Be able to describe</p>	<p>1. Project work and Term papers</p> <p>2. Case Project</p> <p>3. Group report presentation</p>	Throughout semester	30 %

	<p>the impact of internal and external environment towards airline industry.</p> <p>(4) Be able to analyze the airlines competition and apply strategic tools to become advantages.</p>			
3	<p>Cognitive Skills</p> <p>(1) Be able to gather and summarize information, and report.</p> <p>(2) Able to analyze, synthesize information from self-study and sharing information to classroom .</p> <p>(3) Able to solve problems from case studies.</p>	<ol style="list-style-type: none"> 1. Project work and Term papers 2. Project interview real people in the airline industry 3. Group report presentation 	Throughout semester	30 %
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Have responsibility for assignment: select ideas in airline/airport business from different perspectives.</p>	<ol style="list-style-type: none"> 1. Questions and answer 2. Observation 3. Group work 	Throughout semester	15 %

	<p>(2) Can communicate in English and use English to solve airlines/airport business problems.</p> <p>(3) Able to initiate new airport service ideas and have leadership.</p>			
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Have presentation skills with self-confident, public speaking</p> <p>(2) Can use correct body and non-body language in presentations.</p> <p>(3) Can use computer and IT to find information, analyze statistic report of airport. and able to calculate airport slot.</p>	<ol style="list-style-type: none"> 1. Project work and Term papers 2. Group report presentation 3. Individual paper 	Throughout semester	15%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

IATA. (2013). *Airline Marketing* (2nd ed.). International Air Transport Association. Montreal: IATA Training and Development Institute

Shaw S. 2007. *Airline Marketing & Management* (6th ed.). Ashgate. UK:ASHGATE

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.

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

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

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

Keywords for searching: airline marketing, airline product, airline innovation

www.airlinetrends.com

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:

- a. Content objectives were made clear to the students.
- b. The content was organized around the objectives.
- c. Content was sufficiently integrated.
- d. Content was sufficiently integrated with the rest of the first year curriculum.
- e. The instructional materials used were effectively.
- f. The learning methods appropriate assessed the students' understanding of the content.
- g. Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observe the class and discuss the results as follow:

- a. The lecturer is well prepared for class sessions.
 - b. The lecturer answers questions carefully and completely.
 - c. The lecturer uses examples to make the materials easy to understand.
 - d. The lecturer stimulated interest in the course.
 - e. The lecturer made the course material interesting.
 - f. The lecturer is knowledgeable about the topics presented in this course.
 - g. The lecturer treats students respectfully.
 - h. The lecturer is fair in dealing with students.
 - i. The lecturer makes students feel comfortable about asking question.
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- j. Course assignment are interesting and stimulating.
- k. The lecturer's use of technology enhanced learning in the classroom.

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.

4. Feedback for Achievement Standards

International 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 teach this course to enhance students' performance.

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			6. Other Domain ie. Learning Management Skills		
	●Major Responsibility									○Minor Responsibility								
Course Category major requirement	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code IAC2206 Course Title Airline Marketing Management	○	●	●	○	○	●	○	○	●	○	●	●	○	●	●			