



# **College of Hospitality Industry Management**

## **TQF5 Course Report**

**Course Code:** IAC 2206

**Course Title:** Airline Marketing Management

**Credits:** 3(3-0-6)

**Semester /Academic Year:** 1/2021

**Students :** Bachelor of Arts Program in Airline Business

**Lecturer(s) :** Miss Korawin Kungwola

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

## **Course Report**

**Institution** : Suan Sunandha Rajabhat University

**Campus/Faculty/Department** : College of Hospitality Industry Management

### **Section1: General Information**

**1. Course Code and Title** : IAC2206 Airline Marketing Management

**2. Pre-requisite (if any)** : None

**3. Faculty Member(s) Teaching the Course and Sections**

Miss Korawin Kungwola

**Sections:** Airline Business 63 Group 1,2

Room No. 308

**4. Semester and Academic Year**

Semester 1, Academic Year 2021

**5. Venue** College of Hospitality Industry Management Suan Sunandha Rajabhat University, Nakorn Pathom

## Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

### 1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Unit 1: Introduction to course -What is marketing?  - STP  - 7Ps concept  Unit 1: Role of marketing?  -Customer and consumer behavior  -The marketing mix	3	3	
Unit 2: The marketing environment -Macro & Micro factors	3	3	
Unit 3: PESTEL analysis	3	3	
Unit 4: Developing market strategies -Planning  -Auditing  -Segmenting	3	3	
Unit 5: Create marketing plan -process  -target segmentation  -objective	3	3	
Unit 6: Airlines product and	3	3	

services -product life cycle			
Unit 7: -Product life cycle -Ansoft Matrix, -BCG, -Value Chain, -Focus Strategy	3	3	
Unit 8: Pricing and Revenue Management -Revenue Management  -Pricing Tactics	3	3	
Unit 9: Promote the products and services -AIDAS model  -social media  -promotion mix	3	3	
Unit 10: Distribute the products and services -channel of distribution	3	3	
Unit 11: : airline alliances -Fréquent Flyer  -Alliance overview	3	3	
Unit 12: Customer acquisition and retention marketing	3	3	
<b>Total</b>	<b>48</b>	<b>48</b>	

**2. Topics that couldn't be taught as planned**

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
-	-	

### 3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Morals and Ethics		✓	-	
2. Knowledge		✓	-	
3. Cognitive Skills		✓	-	
4. Interpersonal Skills and Responsibilities		✓	-	
5. Numerical Analysis, Communication and Information Technology Skills		✓	-	
6. Learning Management Skills		✓	-	

#### 4. Suggestions for Improving Teaching Methods

### Section 3 : Course Outcomes

1. Number of registered students : 84

2. Number of students at the end of semester : 104

3 Number of students who withdrew (W) : 1

#### 4. Grade distribution

Grade	No. of students	Percentage
A	25	29.8
A-	12	14.3
B+	22	26.2
B	19	22.6
B-	16	19.0
C <sup>+</sup>	7	8.3
C	2	2.4
C-		
D		
F		
Incomplete (I)		

5. Factors causing unusual distribution of grades (If any)

#### 6. Discrepancies in the evaluation plan specified in the Course Specification

##### 6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

**6.2 Discrepancy in evaluation methods**

Details of Discrepancy	Reasons
-	-

**7. Verification of students' achievements**

Verification Method(s)	Verification Result(s)

**Section 4 : Problems and Impacts**

**1. Teaching and learning resources**

<b>Teaching Problems:</b> Hard to observed students' concentration during the online teaching	<b>Impacts on students' learning :</b> Sometime students distracted from the class easily
<b>Learning Resources Problems:</b>	<b>Impacts on students' learning :</b>

**2. Administration and organization**

<b>Problems from administration</b>	<b>Impacts on students' learning</b>
<b>Problems from organization</b>	<b>Impacts on students' learning</b>

## Section 5 : Course Evaluation

### 1. Results of course evaluation by students

1.1 Important comments from evaluation by students

1.2 Faculty members' opinions on the comments in 1.1

### 2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

2.2 Faculty members' opinions on the comments in 2.1

## Section 6 : Improvement Plan

### 1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester2 Academic year 2021	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)
1. More practices in the real place	1. ....
2. ....	2. ....
3. ....	3. ....

### 2. Other improvements

### 3. Suggestions for improvement for Semester \_\_ Academic year \_\_\_\_\_

Suggestions	Time Frame	Responsible person
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**4. Suggestions of faculty member(s) responsible for the course**

**Responsible Faculty Member/Coordinator Mrs. Korawin Kungwola**

Signature..... Submission Date 28 May 2021

**Chairperson/Program Director: .....**

Signature..... Receipt Date .....