



TQF.3

Bachelor's Degree

Master's Degree

## Course Specification

Course Code: **IAL2302**    Course Title : **Airline Marketing Management**  
Credits : 3(2-2-5)

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

Semester : **2** Academic Year : **2017**

### Section 1 General Information

#### 1. Code and Course Title :

Course Code: IAL2302

Course Title (English): **Airline Marketing Management**

Course Title (Thai): **การจัดการการตลาดสายการบิน**

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

#### 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: **Mr. Kannapat Kankaew**

4.2 Instructional Course Lecturer(s):

(1) **Mr. Kannapat Kankaew**

#### **5. Contact/Get in Touch**

Room Number **304** Tel. **092-4588959** E-mail: [kannapat.ka@ssru.ac.th](mailto:kannapat.ka@ssru.ac.th)

#### **6. Semester/ Year of Study**

6.1 Semester: **2** Year of Study **2017**

6.2 Number of the students enrolled **5 sections**

#### **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: **SSRUIC** Room Number **408**

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

Date **12 Month December Year 2017**

## 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.
- (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 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/	Self Study (hours)

		Internship (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: 092-4588959

3.3 Consulting via E-Mail [kannapat.ka@ssru.ac.th](mailto:kannapat.ka@ssru.ac.th)

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

Facebook: Pat Kannapat; Line: Pat7303

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
- (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**

- (1) Group Presentations
- (2) Participate in competitions
- (3) Problem-based learning

### **3.3 Assessment Strategies**

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

## **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 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

**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	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Course Introduction Chapter 1 : The Fundamental <ul style="list-style-type: none"> <li>• What is marketing?</li> <li>• STP</li> <li>• 7Ps concept</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Constructivist approaches and Cooperative learning</li> <li>• VDO <i>Aviation and Aerospace Industry's Current and Future Challenges</i></li> <li>• <b>Round-Robin</b></li> <li>• <b>Analyze your airline's STP</b></li> <li>• <b>Think-Pair Share</b></li> <li>• Airline Marketing in Thailand &amp; AEC</li> </ul>	<b>Kannapat</b>
2	Chapter 2: The marketing environment <ul style="list-style-type: none"> <li>- Macro &amp; Micro factors</li> </ul> PESTE, SWOT, SLEPT Analysis	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Cooperative learning approaches</li> <li>• <b>Create your group's airline company</b></li> <li>• <b>united airline case study</b></li> </ul>	<b>Kannapat</b>
3	Chapter 3: The marketing research <ul style="list-style-type: none"> <li>• research program, process and</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning</li> </ul>	<b>Kannapat</b>

	design		<p>approaches</p> <ul style="list-style-type: none"> <li>• Self-study and E-learning through Moodle</li> </ul>	
4	<p>Chapter 4: Developing market strategies</p> <ul style="list-style-type: none"> <li>• planning</li> <li>• auditing</li> <li>• segmenting</li> </ul>		<ul style="list-style-type: none"> <li>• Cooperative learning</li> <li>• Self-study through Moodle</li> </ul>	Kannapat
5	<p>Chapter 5: Create marketing plan</p> <ul style="list-style-type: none"> <li>• process</li> <li>• target segmentation</li> <li>• objective</li> </ul>	3	<ul style="list-style-type: none"> <li>• Cooperative learning</li> <li>• Self-study through Moodle</li> <li>• <u>Presentation</u></li> <li>• <u>Discuss: what will make your airline apart from competitors?</u></li> </ul>	Kannapat
6	<p>Chapter 6: Airlines product and services</p> <ul style="list-style-type: none"> <li>• product life cycle</li> </ul>	3	<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>• <b>VDO Clip: Product life cycle, Ansoft Matrix, BCG, Value Chain</b></li> </ul> <p><b>(presentation)</b></p>	Kannapat
7	<p>Chapter 7: Pricing and Revenue Management</p> <ul style="list-style-type: none"> <li>• Revenue Management</li> <li>• Pricing Tactics</li> </ul>	3	<ul style="list-style-type: none"> <li>• Cooperative learning: Jigsaw</li> <li>• Self-study and E-learning through Moodle</li> <li>• <u>Pricing strategies of</u></li> </ul>	Kannapat

			<u>your airlines</u>	
8	<b>Midterm</b>	.....	.....	<b>Kannapat</b>
9	Chapter 8: Promote the products and services <ul style="list-style-type: none"> <li>• AIDAS model</li> <li>• social media</li> <li>• promotion mix</li> </ul>	3	<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>• VDO</li> </ul>	<b>Kannapat</b>
10	Chapter 9: Distribute the products and services <ul style="list-style-type: none"> <li>• channel of distribution</li> </ul>	3	<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>	<b>Kannapat</b>
11	Chapter 10: airline alliances <ul style="list-style-type: none"> <li>• Fréquent Flyer</li> <li>• alliance overview</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• <b>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?</b></li> <li>• <b>How value been communicating?</b></li> </ul>	<b>Kannapat</b>
12	Chapter 11 : Marketing management in practice	3	<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>• <b>Show airline</b></li> </ul>	<b>Kannapat</b>

			<p>advertising and other products both printed and non-printed</p> <ul style="list-style-type: none"> <li>• Create your airline advertisement : represent the value of your services &amp; products</li> </ul>	
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> <li>• Dimension of the service environment</li> </ul>	3	<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>• <b><u>Mini-project</u></b></li> </ul>	Kannapat
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> <li>• Airline Customer service Management</li> </ul>	3	<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>• <b><u>How does cultural quotient deliver good service? Study research paper: “Cultural Quotient: SSRUIC Students”</u></b></li> <li>• Case: Richard</li> </ul>	Kannapat

			Brandson, Like a Virgin. (Quiz)	
15	<u><i>Quiz: Airline Choices for the Future: from Alliances to Merger</i></u>		<ul style="list-style-type: none"> <li>• <b>Online Quiz:</b> <a href="http://www.teacher.ssrु.ac.th/kunnapat_ka">www.teacher.ssrु.ac.th/kunnapat_ka</a></li> </ul>	Kannapat
16	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>	3	<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>	Kannapat
17	<b>Final Examination</b>	.....	.....	Kannapat

## 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> <ol style="list-style-type: none"> <li>1. Be able to deliver or to complete a required task at appointed time.</li> <li>2. Be able to do the right thing according to the values, beliefs and principles they claim to hold.</li> <li>3. Be able to make decisions in business according to moral concepts and judgments.</li> </ol>	<ol style="list-style-type: none"> <li>1. Class attendant and participation</li> <li>2. Group discussion</li> </ol>	Through out semester	10 %

2	<p><b>Knowledge</b></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 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>	<ol style="list-style-type: none"> <li>1. Project work and Term papers</li> <li>2. Case Project</li> <li>3. Group report presentation</li> </ol>	Through out semester	30 %
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3	<p><b>Cognitive Skills</b></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>	<p>1. Project work and Term papers</p> <p>2. Project airport in the future</p> <p>3. Group report presentation</p>	Through out semester	30 %
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) Have responsibility for assignment: select ideas in airline/airport business from different perspectives.</p> <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>	<p>1. Questions and answer</p> <p>2. Observation</p> <p>3. Group work</p>	Through out semester	15 %
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Have</p>	<p>1. Project work and Term papers</p> <p>2. Group report</p>	Through out semester	15%

<p>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>	<p>presentation</p> <p>3. Individual paper</p>		
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## **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](http://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.
- 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		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category major requirement	● Major Responsibility									○ Minor Responsibility								
Course Code IAL2204 Course Title Airport Management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	