

## **AIRLINE MARKETING**

### **Teaching level**

- This course is a course in a masters' degree.
- Students will have basic knowledge of core marketing concepts in market segmentation, customer experience, branding, pricing, revenue management, promotion, social media but with some review to be provided, where necessary.
- Students should have a basic knowledge of the aviation industry and must have a work experience with an airline company.

### **Course Requirements**

The module will be assessed with two pieces of work.

#### **Group Case Study (50%)**

The case study will be worked on in groups (of about 5 or 6 students). The work will focus primarily on the airline branding and promotion, but may draw on any aspect of the course. The students will work on the case study and present their findings on Saturday afternoon. The presentations will be assessed at that time on criteria as follows:

- Knowledge: Correct application of tools and frameworks (40% of assessment)
- Interpretation: insightful and commercially practical conclusions from frameworks (30% of assessment)
- Communication: clear, credible and persuasive presentation of arguments (30% of assessment)

#### **Individual assignment (50%)**

Students will be required to write an individual report (around 2000 words) to be submitted after the module, focusing on one of the key areas of the course and case study materials. The criteria are as for the group case study.

### **Course Textbook**

Students are recommended to obtain the following core textbook, which is co-authored by Professor Hugh Wilson. While all of the sessions include material from new research which is not yet in any books (hence some of the additional reading materials), this book covers most of the fundamentals on the course.

- McDonald, Malcolm & Wilson, Hugh (2011). Marketing Plans: how to prepare them, how to use them, 7ed. Wiley, Chichester, UK.

A more detailed examination of multichannel marketing issues is provided by the following book, also co-authored by Prof Hugh Wilson:

- Wilson, Hugh, Rod Street and Lindsay Bruce (2008), "The multichannel challenge: Integrating customer experiences for profit", Butterworth Heinemann, Oxford, UK.