**GAU, School of Aviation, Civil Aviation and Cabin Services**

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| **Course Unit Title** | | | | Aviation Marketing | | | | |
| **Course Unit Code** | | | | CACS112 | | | | |
| **Type of Course Unit** | | | | Elective, Civil Aviation and Cabin Services | | | | |
| **Level of Course Unit** | | | | 1st Year | | | | |
| **National Credits** | | | | 2 | | | | |
| **Number of ECTS Credits Allocated** | | | | 0 ECTS | | | | |
| **Theoretical (hour/week)** | | | | 2 | | | | |
| **Practice (hour/week)** | | | | - | | | | |
| **Laboratory (hour/week)** | | | | - | | | | |
| **Year of Study** | | | | 2 | | | | |
| **Semester when the course unit is delivered** | | | | 4 | | | | |
| **Course Coordinator** | | | |  | | | | |
| **Name of Lecturer (s)** | | | |  | | | | |
| **Name of Assistant (s)** | | | |  | | | | |
| **Mode of Delivery** | | | | Face to Face and E-learning activities | | | | |
| **Language of Instruction** | | | | English | | | | |
| **Prerequisities and co-requisities** | | | | - | | | | |
| **Recommended Optional Programme Components** | | | |  | | | | |
| **Objectives of the Course:** | | | | | | | | |
| * Teaching the the concept of marketing generally * Teaching the marketing strategies | | | | | | | | |
| **Course Description** | | | | | | | |  |
|  | | | | | | | | |
| **Course Contents** | | | | | | | | |
| Week |  | | | | | | | Exam**s** |
| 1 | Introductıon to marketing strategies | | | | | | |  |
| 2 | Airline business models, e.g. network, low cost | | | | | | |  |
| 3 | The marketing planning process | | | | | | |  |
| 4 | Industry trends and performance | | | | | | |  |
| 5 | Recognize the key principles of marketing | | | | | | |  |
| 6 | The Marketing Mix (the 7 P’s) | | | | | | |  |
| 7 | Promotional and PR activity | | | | | | |  |
| 8 | Brand and product management | | | | | | | Midterm |
| 9 | Midterm Exam | | | | | | |  |
| 10 | Pricing, revenue management, channel strategy | | | | | | |  |
| 11 | Market segmentation, targeting, and positioning | | | | | | |  |
| 12 | Customer focus and loyalty programs (FFP) | | | | | | |  |
| 13 | The Social Media revolution | | | | | | |  |
| 14 | Revision, Exercises and Tutorial Class | | | | | | |  |
| 15 | Final Exam | | | | | | | Final |
| **Recommended Sources** | | | | | | | | |
| **Textbook:**  **Supplementary Material(s):** | | | | | | | | |
| **Assessment** | | | | | | | | |
| Attendance | | 5% |  | | | | | |
| Assignments | | 15% |  | | | | | |
| Project-Seminar | | 15% |  | | | | | |
| Midterm Exam | | 20% | Written | | | | | |
| Quizzes | | 10% |  | | | | | |
| Final Exam | | 35% | Written | | | | | |
| Total | | 100% |  | | | | | |
| **ECTS Allocated Based on the Student Workload** | | | | | | | | |
| Activities | | | | | Number | Duration (hour) | Total Workload(hour) | |
| Hours per week (Theoretical) | | | | | 15 | 2 | 30 | |
| Presenting of observations and tutorials as report | | | | | 5 | 5 | 25 | |
| Preparation of the homeworks | | | | | 5 | 5 | 25 | |
| Quizzes | | | | | 2 | 11 | 22 | |
| Supervision | | | | | 1 | 17 | 17 | |
| Final Exam | | | | | 1 | 22 | 22 | |
| Total Workload | | | | | | | 156 | |
| Total Workload/30 (h) | | | | | | | 5.2 | |
| ECTS Credit of the Course | | | | | | | 5 | |