**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
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| **Course Description** |  |
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| **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 |