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

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| **Course Unit Title** | | | | Marketing in Aviation | | | | |
| **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** | | | | 3 ECTS | | | | |
| **Theoretical (hour/week)** | | | | 2 | | | | |
| **Practice (hour/week)** | | | | - | | | | |
| **Laboratory (hour/week)** | | | | - | | | | |
| **Year of Study** | | | | 1 | | | | |
| **Semester when the course unit is delivered** | | | | 2 | | | | |
| **Course Coordinator** | | | |  | | | | |
| **Name of Lecturer (s)** | | | |  | | | | |
| **Name of Assistant (s)** | | | |  | | | | |
| **Mode of Delivery** | | | | Face to Face | | | | |
| **Language of Instruction** | | | | English | | | | |
| **Prerequisites and co-requisites** | | | | - | | | | |
| **Recommended Optional Programme Components** | | | |  | | | | |
| **Objectives of the Course:** | | | | | | | | |
| * Teaching the concept of marketing generally * Teaching the marketing strategies | | | | | | | | |
| **Course Description** | | | | | | | | |
| This course introduces students to the principles and practices of marketing within the aviation industry. It covers airline business models, the marketing mix, branding, pricing, customer loyalty programs, and the impact of digital tools such as social media. Students will explore both theoretical frameworks and real-world aviation marketing strategies through case studies and industry examples. | | | | | | | | |
| **Course Contents** | | | | | | | | |
| Week |  | | | | | | | Exams |
| 1 | Introduction to the historical marketing development | | | | | | |  |
| 2 | Macro and microenvironment of marketing | | | | | | |  |
| 3 | Airline business models, e.g. network, low cost, alliances | | | | | | |  |
| 4 | The marketing planning process, Use of AI in customer personalization and targeted advertising | | | | | | |  |
| 5 | Industry trends and performance in Aviation Marketing | | | | | | |  |
| 6 | Recognize the key principles of aviation marketing | | | | | | |  |
| 7 | The Marketing Mix (the 7 P’s) | | | | | | |  |
| 8 | Midterm Exam | | | | | | | Midterm |
| 9 | Brand and product management & an example of airline company | | | | | | |  |
| 10 | Promotional and PR activity | | | | | | |  |
| 11 | Pricing, revenue management, channel strategy & examples, AI-driven pricing and demand forecasting | | | | | | |  |
| 12 | Market segmentation, targeting, and positioning | | | | | | |  |
| 13 | Customer focus and loyalty programs (FFP) | | | | | | |  |
| 14 | The Social Media revolution & airline mobile applications | | | | | | |  |
| 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 | 3 | 15 | |
| Preparation of the homework | | | | | 5 | 3 | 15 | |
| Mid Term | | | | | 1 | 11 | 11 | |
| Supervision | | | | | 1 | 14 | 14 | |
| Final Exam | | | | | 1 | 11 | 11 | |
| Total Workload | | | | | | | 96 | |
| Total Workload/30 (h) | | | | | | | 3.2 | |
| ECTS Credit of the Course | | | | | | | 3 | |