

UTAH STATE UNIVERSITY
SPRING SEMESTER, 2009
AV 4300 Airline Marketing

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Text: *Airline Marketing and Management* – 6th Edition
Stephen Shaw ISBN: 978-0-7546-4820-8

Introduction

Welcome to Airline Marketing. This course provides the groundwork for an understanding of basic strategic business marketing and will familiarize you with the tools used by airline companies to market their services. An understanding of airline marketing can be beneficial in a wide variety of aviation fields as well as in non-aviation fields.

Course Description

AV4300 will follow the course schedule in this syllabus, based on the format of the required text. Class sessions will be directed discussion; reading and preparation should be completed prior to class to facilitate your participation in class discussions. This course is intended primarily for upper level aviation students planning to pursue a career in the airline industry.

Objectives

The purpose of the course is to provide you with a solid foundation in marketing thought and a working knowledge of the marketing techniques and tools used by the airline industry. A principal objective of the course is to provide each student with a basic understanding of the relevance of marketing thought in many aspects of business and life.

Examinations

The Mid-Term and Final examinations will consist of multiple choice and essay-type questions designed to test your ability to integrate knowledge gained in the course and draw conclusions of your own given a set of facts.

Marketing Research Projects

Each student will be responsible for creating a marketing research plan that will consist of a minimum of five pages appropriately formatted and cited and a 10 minute PowerPoint presentation to the class that summarizes the findings. See appendix.

Academic Honesty

Plagiarism and other forms of academic dishonesty will result in assignment of a grade of “F” for the course. Consult the instructor if you have any questions concerning what constitutes plagiarism or academic dishonesty. You are expected to understand the rules concerning quotation, citation, and attribution in writing.

Class Attendance and Participation

Class attendance and participation are required. Contributions to class discussions are expected to be informed and well-prepared. The final calculated course grade will be reduced by one point for each unexcused absence.

Grading

Course grades will be based on the following distribution of points:

Mid-Term Examination	35%
Research Projects	30%
Final Examination	35%

Each item will be given a numeric grade between 0-100. At the end of the semester all items will be weighted and combined to form a final numeric grade between 0-100. Final grades for the course will be assigned as follows:

94-100	A	74-76	C
90-93	A-	70-73	C-
87-89	B+	67-69	D+
84-86	B	64-66	D
80-83	B-	60-63	D-
77-79	C+	<60	F

Special Accommodation

If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center, preferably during the first week of the course. Any requests for special considerations relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative formats, i.e., large print, audio, diskette, or Braille.

Course Schedule (subject to change as required)

Tue.	Jan 6	Introduction. Course overview. Subject: Marketing fundamentals
Thur.	Jan 8	Subject: Marketing fundamentals Ref: Text Chapter 1
Tue.	Jan 13	Subject: The market for air transport services Ref: Text Chapter 2
Thur.	Jan 15	Subject: The market for air transport services Ref: Text Chapter 2
Tue.	Jan 20	Subject: The marketing environment Ref: Text Chapter 3
Thur.	Jan 22	Subject: The marketing environment Ref: Text Chapter 3
Tue.	Jan 27	Subject: Comparative market analysis Ref: <censtats.census.gov/pub/Profiles.shtml>
Thur.	Jan 29	Subject: Airline business and marketing strategies Ref: Text Chapter 4
Tue.	Feb 3	Subject: Airline business and marketing strategies Ref: Text Chapter 4
Thur.	Feb 5	Subject: Product analysis in airline marketing Ref: Text Chapter 5
Tue.	Feb 10	Subject: Product analysis in airline marketing Ref: Text Chapter 5
Thur.	Feb 12	Subject: Student research preparations
Tue.	Feb 17	Attend Monday Classes
Thur.	Feb 19	Review for midterm examination
Tue.	Feb 24	Marketing reviews
Thur.	Feb 26	Mid-Term Examination

Tue. Mar 3 Subject: Pricing and revenue management
Ref: Text Chapter 6

Thur. Mar 5 Subject: Pricing and revenue management
Ref: Airline web sites

Tue. Thur. Mar 9-13 **Spring Break**

Tue. Mar 17 Subject: Product distribution
Ref: Text Chapter 7

Thur. Mar 19 Subject: Product distribution
Ref: Text Chapter 7

Tue. Mar 24 Subject: Brand management
Ref: Text Chapter 8

Thur. Mar 31 Subject: Relationship marketing
Ref: Text Chapter 9

Tue. Apr 2 Subject: Student research preparations

Thur. Apr 7 Subject: Selling, advertising, and promotion
Ref: Text Chapter 10

Tue. Apr 9 Subject: Selling, advertising, and promotion
Ref: Text Chapter 10

Thur. Apr 14 Subject: Student presentation preparations

Tue. Apr 16 Research Project Presentations
All Research Papers Due

Thur. Apr 21 Research Project Presentations

Tue. Apr 23 Research Project Presentations

Thur. Apr 28 Review for final examination
Last regular class

Tue. Apr 30 0930-1120* **Final Examination**

Each student will complete a minimum five page marketing plan for a fictitious airline, which is yet to be certified. Follow the procedure as outlined in Chapter 1 of the text. Although this would normally be accomplished by the Vice President of Marketing and his staff, it will be necessary to improvise as necessary for other Board of Director's and senior manager's strategic planning. If you were involved in the airline simulation in airline management course, utilize the strategic planning and management principles here team developed. The research paper will be formatted as follows:

Title Page

Executive Summary

This would be the "Introduction" described in style reference manuals. In one-half page it should make clear the subject of the work, the type of research accomplished, and the recommendation.

Body (five pages)

- Follow the format in the book beginning on page 4 Re: the stages of a marketing plan. As end-stage number three include the firms overall strategic plan and follow with the product design and development has identified the next few chapters of the book as well as the pricing and revenue management and number six distribution channels selection and control. Finally the selling advertising and promotional policies
- Describe the competitive situation, the recommended destinations, flight times and frequencies that you think would make sense if you were to enter this market.

Conclusion.

This is a short, one-half page statement in which you summarize the recommendations and reasons that this marketing plan will be successful.

Bibliography/Reference List