

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	LGT5163
<b>Subject Title</b>	Aviation Marketing
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite</b>	Nil
<b>Role and Purposes</b>	To provide students with knowledge, understanding and skills in airline and airport marketing.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to:  a. Describe the characteristics of the main segments of airline and airport markets.  b. Identify and explain the key issues in planning airline products and the importance of product differentiation.  c. Critically assess the links between promotion, branding and customer loyalty.  d. Use marketing research approaches to investigate airline and airport markets.
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"><li>• The market for air transport services</li><li>• Airline product analysis</li><li>• Airport product analysis</li><li>• Pricing and revenue management</li><li>• Airline distribution strategy</li><li>• Managing airline brand</li><li>• Advertising and promotional strategy</li><li>• Understanding consumer behaviour</li><li>• Market segmentation</li><li>• Airport marketing</li><li>• Market research, survey design, and analytical approaches</li></ul>
<b>Teaching/Learning Methodology</b>	A combination of lectures, seminars, case studies, group discussions and students-directed learning activities will be included in this subject.

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	
	Coursework	50%	✓	✓	✓	✓	
	Examination	50%	✓	✓	✓	✓	
Total	100 %						
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></p>							
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lectures / Tutorials						39 Hrs.
	Other student study effort:						
	▪ Self study						87 Hrs.
	Total student study effort						126 Hrs.
<b>Reading List and References</b>	<p><b>Books</b></p> <ul style="list-style-type: none"> <li>• Doganis, R. (2009) <i>Flying Off Course – Airline Economics and Marketing</i>, 4<sup>th</sup> Edition, Routledge, London.</li> <li>• Halpern, N. and Graham, A. (2013) <i>Airport Marketing</i>, Routledge, London.</li> <li>• Kotler, P. (2005) <i>Marketing Management</i>, 12<sup>th</sup> Edition, Pearson Prentice Hall, New Jersey.</li> <li>• Sheehan, J. (2013). <i>Business and Corporate Aviation Management</i>, 2<sup>nd</sup> Edition, McGraw-Hill Professional.</li> <li>• Shaw, S. (2007) <i>Airline Marketing and Management</i>, 6<sup>th</sup> Edition, Ashgate, Aldershot.</li> </ul> <p><b>Journal</b></p> <ul style="list-style-type: none"> <li>• Journal of Air Transport Management</li> </ul> <p><b>Trade magazines</b></p> <ul style="list-style-type: none"> <li>• Air Transport World</li> <li>• Airline Business</li> </ul>						