

# 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>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Describe the characteristics of the main segments of airline and airport markets.</li> <li>b. Identify and explain the key issues in planning airline products and the importance of product differentiation.</li> <li>c. Critically assess the links between promotion, branding and customer loyalty.</li> <li>d. Use marketing research approaches to investigate airline and airport markets.</li> </ol>
<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 %					
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:							
<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>						