

Graduate Certificate in Aviation (Asia-focus)

Strategic Aviation Marketing Management

This course is a “Core course” that is part of the AviAsian Certificate.

This 3-days, 20-hours course is meant to provide a comprehensive overview of the important and strategic concepts and theories of marketing and how they are applied to aviation industry, with a particular emphasis on the Asia-Pacific Region.

Learning Objectives

Upon course completion, trainees will be able to:

- Get an Overview of successful Aviation organization marketing strategies;
- Discuss key concepts and principles of marketing principles e.g.: 4Ps and 7Ps.
- Understand the Strategic management principles.
- Identify key factors affecting airlines/airports strategies and operation by applying tools such as Porter’s 5 Forces, SWOT analysis, and BCG Growth Matrix.
- Conduct Market research, and Marketing Communication
- Utilize your strengths in comparison to the competition;
- Conduct basic marketing research by collecting, analyzing and synthesizing data to make an informed judgment on marketing options in an aviation business market,
- Demonstrate the ability to communicate verbally and in writing the developed marketing initiatives and plans

Course Contents

- Overview of Marketing Concepts
- Market forces in your operating environment
- Strategic management principles
- The marketing strategies with corporate direction and business strategy
- Aviation Strategic plan components.
- Airport – Airline relationships,
- Aeronautical and Non-Aero Revenues
- Non-Aero Revenue maximization.
- Adopt marketing strategies to meet customers and business objectives
- Determine pricing objectives and strategies for customer acquisition
- Develop marketing campaigns for market share
- Marketing Research Techniques for the Aviation Industry
- Pricing and Revenue Management
- Social Media as an “Airline Marketing tool”
- Market research, route selection and network planning
- Characteristics of successful marketing strategies

Who Should Attend

- Professionals in airline, airport, ANSP and CAA

Training Method

- Face-to-Face instructions in classroom or in Virtual Reality
- Supported by collaborative group work and simple case studies
- Evaluation by examination

General Information

Duration: 3 days or 20 hours

Venue: Local or Virtual Classroom

Participants: Maximum 25

Prerequisites:

- Solid Aviation Background
- Minimum educational level of participants: Managerial or strategic Levels
- Conversant with MS Office & internet browsing skills (10 at least)
- Middle to senior management personnel involved in air transport development.
- Middle to senior management personnel of Civil aviation administrations,
- Middle to senior management personnel of Air navigation service providers, airport operators, airlines, air transport consultancies.