

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
AIRLINE MARKETING and MANAGEMENT	HVY3113602	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Oğuz YILDIZ				
Name of Lecturer(s)	Assist.Prof. Oğuz YILDIZ				
Assistant(s)					
Aim	The course's objective is to make clear to students how airline companies use the marketing mix both strategically and tactically. It also aims to illustrate the connections between airline companies' operational activities, including network structure, fleet preferences, and marketing initiatives.				
Course Content	This course contains; introduction to the course and explanation of marketing mix,Airline operations: customer and consumer,The essential classification of the airlines' customers,Driving criteria of airlines' customers ,Environmental Analysis in Airline Industry: PESTEL,Environmental Analysis in Airline Industry: Five Forces Factor Analysis,Demand Forecasting in Airline industry,Competitive strategies in airline companies,Product in airline marketing and network planning,Pricing and revenue management in the airline market,Product distribution in the airline market,Promotion (marketing communication) mix in airlines,Relationship marketing, customer value and customer loyalty in airlines,Review and open discussion.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to explain basic information about marketing management and marketing principles.			10, 12, 13, 16, 9	A	
1.1. Explain the concept of marketing mix.			10, 12, 13, 16, 9	A	
1.2. Explain the marketing mix elements.			10, 12, 13, 16, 9	A	
1.3. Evaluates the importance of the marketing mix.			10, 12, 13, 16, 9	A	
2. Will be able to explain the relationship between airline management and marketing.			10, 12, 13, 16, 9	A	
2.1. Explain the basic concepts of airline business.			10, 12, 13, 16, 9	A	
2.2. Knows the economic concepts affecting airline business.			10, 12, 13, 16, 9	A	
2.3. Can classify airline companies.			10, 12, 13, 16, 9	A	
3. Will be able to explain the relationship between airline business and marketing.			10, 12, 13, 16, 9	A	
3.1. Evaluates the concept of low cost airline management.			10, 12, 13, 16, 9	A	
3.2. Evaluates the marketing mix elements in the airline.			10, 12, 13, 16, 9	A	
3.3. Evaluates the issue of promotion mix in airline companies.			10, 12, 13, 16, 9	A	
4. Will be able to explain macro and micro aspects of the marketing environment in terms of airline management.			10, 12, 13, 16, 9	A	
4.1. Explains the concept of PESTEL analysis.			10, 12, 13, 16, 9	A	
4.2. Evaluates Porter's five forces.			10, 12, 13, 16, 9	A	
5. Will be able to explain product analysis in airline marketing.			10, 12, 13, 16, 9	A	
5.1. Explains implementation of product selection through the Boston Box.			10, 12, 13, 16, 9	A	
5.2. Knows risk and opportunity balancing through the Ansoff Matrix.			10, 12, 13, 16, 9	A	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	introduction to the course and explanation of marketing mix	Reading the book section on the subject			
2	Airline operations: customer and consumer	Reading the book section on the subject			
3	The essential classification of the airlines' customers	Reading the book section on the subject			
4	Driving criteria of airlines' customers	Reading the book section on the subject			
5	Environmental Analysis in Airline Industry: PESTEL	Reading the book section on the subject			
6	Environmental Analysis in Airline Industry: Five Forces Factor Analysis	Reading the book section on the subject			
7	Demand Forecasting in Airline industry	Reading the book section on the subject			
8	Competitive strategies in airline companies	Reading the book section on the subject			
9	Product in airline marketing and network planning	Reading the book section on the subject			
10	Pricing and revenue management in the airline market	Reading the book section on the subject			
11	Product distribution in the airline market	Reading the book section on the subject			
12	Promotion (marketing communication) mix in airlines	Reading the book section on the subject			
13	Relationship marketing, customer value and customer loyalty in airlines	Reading the book section on the subject			
14	Review and open discussion	Reviewing previous content			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
1- Shaw, S., (2012). Airline Marketing and Management, Routledge, Oxford, England
2 - Cook, G.N., and Billig, B.G., (2017) Airline Operations and Management, Routledge, London