



UNSW Course Outline

AVIA2501 Airline Marketing Strategies - 2024

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General Course Information

Course Code : AVIA2501

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : Faculty of Science

Academic Unit : School of Aviation

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course begins with a classic approach to marketing management but focused on marketing within the airline industry. The approach is a practical one, addressing airline market research, product development, pricing and revenue management, distribution (a key area), and promotion.

Theory is positioned in current airline marketing issues, and reinforced through synchronous learning and collaborative discussion facilitated by industry experts who provide a practical industry framework in which to test the subject content.

Course Aims

The aim of this course is to obtain an appreciation of the airline industry's main commercial drivers and to study the airline marketing, distribution, and product development process. The course also aims to support students' development of key skills in preparation for a successful career in the aviation industry. This includes collaboration and effective communication through engagement in group activities, and the development of business presentation skills and the delivery of a superior research assignment through a variety of assessment opportunities.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Explain how airline promotional tools, including advertising, online distribution, and social media, can be used effectively to enhance brand awareness and market dominance.
CL02 : Evaluate the use of airfare and pricing strategies as part of the broader aviation marketing context.
CL03 : Develop marketing planning and strategic planning processes from both a generic and an airline perspective.
CL04 : Apply promotion and advertising techniques to develop campaigns, and sales or marketing pitches appropriate to the business model or market position of an airline.
CL05 : Conduct market segmentation analysis, using government and commercial databases for the purpose of optimising airline marketing.
CL06 : Discuss the role of intermediaries in airline distribution.

Course Learning Outcomes	Assessment Item
CL01 : Explain how airline promotional tools, including advertising, online distribution, and social media, can be used effectively to enhance brand awareness and market dominance.	<ul style="list-style-type: none"> • Individual Assignment • Tutorial Exercises • Group Simulation Report • Final Examination
CL02 : Evaluate the use of airfare and pricing strategies as part of the broader aviation marketing context.	<ul style="list-style-type: none"> • Individual Assignment • Tutorial Exercises • Group Simulation Report • Final Examination
CL03 : Develop marketing planning and strategic planning processes from both a generic and an airline perspective.	<ul style="list-style-type: none"> • Individual Assignment • Tutorial Exercises • Group Simulation Report • Final Examination
CL04 : Apply promotion and advertising techniques to develop campaigns, and sales or marketing pitches appropriate to the business model or market position of an airline.	<ul style="list-style-type: none"> • Individual Assignment • Tutorial Exercises • Group Simulation Report • Final Examination
CL05 : Conduct market segmentation analysis, using government and commercial databases for the purpose of optimising airline marketing.	<ul style="list-style-type: none"> • Individual Assignment • Tutorial Exercises • Group Simulation Report • Final Examination
CL06 : Discuss the role of intermediaries in airline distribution.	<ul style="list-style-type: none"> • Individual Assignment • Group Simulation Report • Final Examination

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Teaching comprises lectures/tutorials/discussions/and several guest speakers who provide a practical industry framework in which to test the subject content. Discussions on current aviation issues are integral to this course. Class interaction is an important element and is strongly encouraged. Students are expected to be aware of current issues in aviation. It is not possible to successfully complete the subject without attending the lectures and participating in group activities. The lectures will take different forms including open discussion, presentations, and work on the group assignments.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Individual Assignment Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: 01/04/2024 09:00 PM
Tutorial Exercises Assessment Format: Individual	15%	Start Date: Not Applicable Due Date: Wednesdays of Week 4, Week 7 and Week 9
Group Simulation Report Assessment Format: Group	20%	Start Date: Week 2 Due Date: 15/04/2024 09:00 PM
Final Examination Assessment Format: Individual	40%	Start Date: UNSW Exam Period Due Date: UNSW Exam Period

Assessment Details

Individual Assignment

Assessment Overview

For this assessment, you will assume the role of an important member of an airline marketing team. You are required to prepare a Corporate Presentation in PowerPoint format with no more than 21 slides. However, your final submission should be provided as the PowerPoint converted into PDF format and submitted by Week 8.

You will be assessed on relevance of the information, quality of the analysis, display of critical thinking, and effectiveness of the solution. Detailed feedback and marks will be provided within 10 working days after the submission deadline.

Course Learning Outcomes

- CL01 : Explain how airline promotional tools, including advertising, online distribution, and social media, can be used effectively to enhance brand awareness and market dominance.
- CL02 : Evaluate the use of airfare and pricing strategies as part of the broader aviation marketing context.
- CL03 : Develop marketing planning and strategic planning processes from both a generic and an airline perspective.
- CL04 : Apply promotion and advertising techniques to develop campaigns, and sales or marketing pitches appropriate to the business model or market position of an airline.
- CL05 : Conduct market segmentation analysis, using government and commercial databases for the purpose of optimising airline marketing.
- CL06 : Discuss the role of intermediaries in airline distribution.

Detailed Assessment Description

Tutorial Exercises

Assessment Overview

For the tutorial exercises, you are required to complete a set of 3 tutorial quizzes across the term to assess your understanding of material at various points and give the opportunity to review your progress in the course. These quizzes will contribute to your final grade with each tutorial exercise worth 5% (total 15% for the 3 tutorial quizzes).

You will be required to complete quizzes at the end of Week 4, Week 7 and Week 9. Each quiz will test your understanding of different material covered in the course.

Marks for each quiz will be provided upon closure of the respective quiz deadline.

Course Learning Outcomes

- CL01 : Explain how airline promotional tools, including advertising, online distribution, and social media, can be used effectively to enhance brand awareness and market dominance.
- CL02 : Evaluate the use of airfare and pricing strategies as part of the broader aviation marketing context.
- CL03 : Develop marketing planning and strategic planning processes from both a generic and an airline perspective.
- CL04 : Apply promotion and advertising techniques to develop campaigns, and sales or marketing pitches appropriate to the business model or market position of an airline.
- CL05 : Conduct market segmentation analysis, using government and commercial databases for the purpose of optimising airline marketing.

Group Simulation Report

Assessment Overview

This assessment requires you to work in a pre-assigned group of 7-8 people to assume the role of an Airline Consulting company hired to develop a Sales and Marketing Strategy. For your submission, you are expected to submit an 8-10 page written report and 3-5 minute audio-visual presentation detailing your Sales and Marketing Strategy in alignment with the assignment instructions.

The written report is due in Week 10 and is worth 15% of the total assessment weighting. The audio-visual presentation will be reviewed during the final lecture and is worth 5% of the total assessment.

Details of the assignment and group allocation will be provided in Week 2 of the course. Written feedback and marks will be provided within 10 working days of the submission deadline.

Course Learning Outcomes

- CL01 : Explain how airline promotional tools, including advertising, online distribution, and social media, can be used effectively to enhance brand awareness and market dominance.
- CL02 : Evaluate the use of airfare and pricing strategies as part of the broader aviation marketing context.
- CL03 : Develop marketing planning and strategic planning processes from both a generic and an airline perspective.
- CL04 : Apply promotion and advertising techniques to develop campaigns, and sales or marketing pitches appropriate to the business model or market position of an airline.
- CL05 : Conduct market segmentation analysis, using government and commercial databases for the purpose of optimising airline marketing.
- CL06 : Discuss the role of intermediaries in airline distribution.

Final Examination

Assessment Overview

You are required to complete a final examination assessing your understanding of all material covered in the course. The examination is closed book and will be held on campus during the official UNSW examination period. You will be allocated 2 hours to complete the examination. This is a hurdle task; you are required to pass the final examination to successfully pass the course.

Feedback is available through inquiry with the course convenor.

Course Learning Outcomes

- CL01 : Explain how airline promotional tools, including advertising, online distribution, and social media, can be used effectively to enhance brand awareness and market dominance.
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- CL06 : Discuss the role of intermediaries in airline distribution.

General Assessment Information

UNSW Aviation's decision for Short Extension Policy

The School of Aviation has carefully reviewed its range of assignments and projects to determine their suitability for automatic short extensions as set out by the UNSW Short Extension Policy. After careful consideration of our course offerings and our current structure, we have determined that our current deadline structures already accommodate the possibility of unexpected circumstances that may lead students to require additional days for submission. **Consequently, the School of Aviation has decided to not adopt the Short Extension provision for all its courses and has reassured that flexibility is integrated into our assessment deadlines.** The decision is subject to revision in response to the introduction of new course offerings. Students may still apply for Special Consideration via the usual procedures.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Blended	Lecture: Airline Marketing and Sales & Distribution - Intro Marketing essentials with an airline focus. Seminar: This week's seminar will introduce the group assignment. Groups will be allocated and the topic discussed.
Week 2 : 19 February - 25 February	Blended	Lecture Research and Analysis: Analysing and presenting data to support marketing decisions. Market segmentation and SWOT analysis. Seminar: Complete an exercise reviewing Airline Price and Product. Complete an exercise to analyze Aviation market sizes.
Week 3 : 26 February - 3 March	Blended	Lecture: Air Fares, Pricing, and Selling the Network (organic / virtual) Components of airline marketing. Seminar: Pricing exercise: Understanding a Fare Sheet and studying the competition using publicly available data.
Week 4 : 4 March - 10 March	Blended	Lecture: The Components of Revenue Piecing together all the stakeholders generating revenue for the Airlines Review of latest literature regarding relevant trends in Aviation. Papers to be provided in Moodle before this class. Guest Lecture from Bonza (TBC) Quiz 1 Seminar: Continued work on Group Project (Sales & Marketing paper)
Week 5 : 11 March - 17 March	Blended	Lecture: Destination Marketing and Airlines working with Tourism Bodies and Airports This session will look at the Route Development dynamic between Airlines, Tourism Bodies and Airports Guest Lecture from Tourism Australia Lecture: Distribution This session is deeper review of the Sales and Distribution channels used by the Airlines. Will review Direct and Indirect channels. Seminar: Continued work on Group Project (Sales & Marketing paper)
Week 6 : 18 March - 24 March	Other	Flexibility Week
Week 7 : 25 March - 31 March	Blended	Lecture: Revenue Management Strategies of Airlines Review the importance of Revenue Management in delivering revenue outcomes. Guest Lecture from Qantas RevMan and Pricing team Guest Lecture from Qantas Frequent Flyer team (TBC) Lecture: Market Strategy vs Market Tactics Judo, path dependence and other approaches. Social Media and Search Marketing, Online and Mobile – Google paper Quiz 2 Seminar: Continued work on Group Project (Sales & Marketing paper)
Week 8 : 1 April - 7 April	Blended	Lecture: Product Development - Non-price components of the offer to customers. Product-design, scheduling, loyalty schemes, in-flight service. FSNC vs LCC model. Seminar: Continued work on Group Project (Sales & Marketing paper)
Week 9 : 8 April - 14 April	Blended	Lecture: Advertising and Promotion. Budgeting, planning, and scheduling 'above the line and below the line' activity + video Discussion of Sales Presenters in relation to individual assignment. Quiz 3 Seminar: Use this session to complete the Audio/Visual presentation for Week 10.
Week 10 : 15 April - 21 April	Blended	Lecture: Final Review. Q & A Group presentations groups – 3-5 minutes A/V presentations per group. Students are strongly encouraged to attend the presentations of other groups.

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

General Schedule Information

UNSW Aviation's decision to not release Lecture Recordings:

The School of Aviation prides itself on offering education that supports students in their personalised learning journey. This involves providing opportunities for students to engage with academics and key aviation experts to identify and address learning gaps, develop core skills and knowledge, and foster an environment of collaboration and meaningful discussion with the UNSW Aviation community. To support this vision, UNSW Aviation has decided to require students to attend all synchronous lectures (in-person or online) and not release class recordings to the student cohort. If students cannot attend a class and require learning support due to unforeseen circumstances, they should contact their Course Coordinator or Program Coordinator to discuss options for support and making up for missed class time.

Course Resources

Prescribed Resources

Flying Off Course, Doganis R 2019 (5th edition) Airline Economics and Marketing

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781138224247>

<https://unswbookshop.vitalsource.com/products/flying-off-course-rigas-doganis-v9781315402963>

Budd, L & Ison S 2020 (2nd edition) Air Transport Management: An international perspective

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9780367280574>

<https://unswbookshop.vitalsource.com/products/air-transport-management-v9781000052442>

Australian Government: Dept of Home Affairs, Overseas Arrivals and Departures: [Overseas Arrivals and Departures | Datasets | data.gov.au - beta](#)

Australian government aviation statistics, BITRE: <https://www.bitre.gov.au/statistics/aviation/>

Course Evaluation and Development

The myExperience Survey aims to boost student feedback which creates a culture of continuous improvement by identifying, responding to, and acting on student feedback.

The course survey will open towards the end of Term. Students are encouraged to participate in the survey via Moodle, myUNSW, or through the direct myExperience link.

Please provide constructive feedback and focus on your learning experience in relation to the course material. While the survey is confidential, it is not anonymous. Comments that breach the Student Code of Conduct, that are hurtful, racist, sexist or ill natured, may lead to disciplinary action.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Stevan Sipka				TBA at first lecture	No	Yes

Other Useful Information

Academic Information

Upon your enrolment at UNSW, you share responsibility with us for maintaining a safe, harmonious and tolerant University environment.

You are required to:

- Comply with the University's conditions of enrolment.
- Act responsibly, ethically, safely and with integrity.
- Observe standards of equity and respect in dealing with every member of the UNSW community.
- Engage in lawful behaviour.
- Use and care for University resources in a responsible and appropriate manner.
- Maintain the University's reputation and good standing.

For more information, visit the [UNSW Student Code of Conduct Website](https://student.unsw.edu.au/conduct).

Academic Honesty and Plagiarism

Referencing is a way of acknowledging the sources of information that you use to research your assignments. You need to provide a reference whenever you draw on someone else's words, ideas or research. Not referencing other people's work can constitute plagiarism.

Further information about referencing styles can be located at <https://student.unsw.edu.au/referencing>

Academic integrity is fundamental to success at university. Academic integrity can be defined as a commitment to six fundamental values in academic pursuits: honesty, trust, fairness, respect, responsibility and courage. At UNSW, this means that your work must be your own, and others' ideas should be appropriately acknowledged. If you don't follow these rules, plagiarism may be detected in your work.

Further information about academic integrity, plagiarism and the use of AI in assessments can be located at:

- The [Current Students site](#),
- The [ELISE training site](#), and
- The [Use of AI for assessments](#) site.

The Student Conduct and Integrity Unit provides further resources to assist you to understand your conduct obligations as a student: <https://student.unsw.edu.au/conduct>

Submission of Assessment Tasks

Penalty for Late Submissions

UNSW has a standard late submission penalty of:

- 5% per day,
- for all assessments where a penalty applies,
- capped at five days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Any variations to the above will be explicitly stated in the Course Outline for a given course or assessment task.

Students are expected to manage their time to meet deadlines and to request extensions as

early as possible before the deadline.

Special Consideration

If circumstances prevent you from attending/completing an assessment task, you must officially apply for special consideration, usually within 3 days of the sitting date/due date. You can apply by logging onto myUNSW and following the link in the My Student Profile Tab. Medical documentation or other documentation explaining your absence must be submitted with your application. Once your application has been assessed, you will be contacted via your student email address to be advised of the official outcome and any actions that need to be taken from there. For more information about special consideration, please visit: <https://student.unsw.edu.au/special-consideration>

Important note: UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

Faculty-specific Information

Additional support for students

- [The Current Students Gateway](#)
- [Student Support](#)
- [Academic Skills and Support](#)
- [Student Wellbeing, Health and Safety](#)
- [Equitable Learning Services](#)
- [UNSW IT Service Centre](#)
- Science EDI Student [Initiatives](#), [Offerings](#) and [Guidelines](#)

School Contact Information

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aviation@unsw.edu.au

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Postgraduate Courses - +61 2 9385 5787 (Michelle Lee)