

Aviation Marketing


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FUNDAMENTALS OF MARKETING



Introduction to Marketing and Concepts

- Marketing Terminologies
 - Needs, Wants and Demand
 - Products
 - Value, Cost and Satisfaction
 - Exchange, Transaction and Relationships
 - Marketing, Marketers and Marketing Management
 - Marketing Concepts
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Basic Principles of Marketing

- Segmentation
- Targeting
- Positioning
- Marketing Environment

Direct Selling, Advertising, Sale Promotion And Public Relations

- Advertising
- Sales Promotion
- Personal Selling
- Public Relations

Communications

- Meaning of Communication
 - Communication Situation and Cycle
 - Important and Effective Communication in Business
 - Media of Communication
 - Barriers to Communication
 - Marketing Communication and Target Audience
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Market For Air Transport Services

- What Business are we in?
- Who is a Consumer in Aviation?
- Market Segmentation: Air Passenger Market

AIRLINE PRODUCTS AND SERVICES



Global Airline Passenger Market

- o Five Megatrends and their Implication for Talent Management


Evaluation of Service Marketing in Aviation Industry

- Airline Service Marketing and Consumer Decision Making
- Elite Class in Air Travel
- Web Service
- In-Flight Service

Role of Promotion in Marketing



Airline Selling, Advertising and Promotional Policies

- The Anatomy of Sale
 - Sales Planning
 - Communication Mix
 - Marketing Communication Techniques
 - Airline Advertising
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Role of Social Media in Marketing




AIRPORT PRICING AND MARKETING



Building Blocks in Airline Pricing Policy

- Pricing - A Part of the Marketing Mix
- Deregulation
- Dissemination of Fares Information
- Revenue Management Systems
- Uniform and Differential Pricing
- Management of Discount Fares
- Pricing Response and Pricing Initiatives
- The Structure of Air Freight Pricing

Revenue Management at Airports

- Revenue Segment Pricing
 - Estimating Expected Revenue
 - Rate Management
 - Revenue Management Challenges by the Industry
 - Demand Forecasting Challenge
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Distribution of Aviation Products and Services

- Distribution & Major Marketing Channels
- Vertical Marketing Systems
- Retailer-Owned Wholesaling Intermediaries

AIRPORT MARKETING



Airport-Airline Relationship Structure

- Airlines
- Concessionaires
- General Aviation
- State Aeronautics Agencies

Airport Commercial and Retail Management



Greenfields Airport



FUTURE OF AVIATION MARKETING



FUTURE OF AVIATION MARKETING

- Aviation Marketing: Challenges Ahead
- Airport Management: Trends and Developments
- Changing Faces of Airport
- Privatization of Airports
- Greenfield Airports: Overview of India's Legislative Policy