

ITU – Airline Marketing Module
4-9 May 2015

	Mon	Tues	Wed	Thurs	Fri	Sat
1000-1100	Introduction to marketing (EM)	Marketing Plans (2) (EM)	Market Segmentation (KM)	Pricing (KM)	Customer led innovation (EM)	Creating a customer centric organisation (HW)
1115-1215	Customer Experience (EM)	Marketing Plans (2): exercise (EM)	Market segmentation (cont) (KM)	Revenue management (KM)	Loyalty (KM)	Creating a customer centric organisation: exercise (HW)
1230-1330	Customer Experience: exercise (EM)	Marketing Plans (3) (HW)	Distribution (KM)	Promotion (KM)	The airline product of the future (KM)	Preparation for presentations
1330-1430	LUNCH					
1430-1530	Customer Value (HW)	Customer Insight (EM)	Branding (KM)	Promotion (cont) (KM)	Product of the future –case study (KM)	Case study presentations (HW&KM)
1545-1645	Marketing Plans (1) (EM)	Multichannel Strategy (HW)	Branding (cont) (KM)	Social media (cont) (KM)	Loyalty in a multichannel environment (HW)	Case study presentations (cont) (HW&KM)
1700-1800	Marketing Plans (1): exercise (EM)	Multichannel Strategy: exercise (HW)	Case study – Branding (KM)	Case study - Promotion (KM)	Exercise: multichannel CRM (HW)	Review & key takeaways (HW&KM)
Evening						EVENT

Faculty

Dr Keith Mason (KM)

Dr Emma Macdonald (EM)

Professor Hugh Wilson (HW)