

## Airline Marketing Module

ITU – 25<sup>th</sup> – 30<sup>th</sup> April 2016

	<b>Monday 25<sup>th</sup></b>	<b>Tuesday 26<sup>th</sup></b>	<b>Wednesday 27<sup>th</sup></b>	<b>Thursday 28<sup>th</sup></b>	<b>Friday 29<sup>th</sup></b>	<b>Saturday 30<sup>th</sup></b>
<b>10:00 – 11:00</b>	Intro to marketing	Business Travel	Branding 1	Promotion and marketing comms – communicating to your segments	Airline Distribution	Finalise Presentations
<b>11:15 – 12:15</b>	Consumer behaviour	Leisure travel – Boomers to Millenials	Branding 2	Analysing TV adverts	Loyalty	Finalise Presentations
<b>Lunch</b>						
<b>14:00-15:00</b>	Market Segmentation	Airline Schedules	Marketing FSNC and LCCs	Social Media changing airline marketing	Mobile and the connected traveller	Presentations
<b>15:15- 16:15</b>	Segmentation Using Cluster analysis	Pricing and Rev Mngt 1	IFE workshop	Group exercise	Group exercise	Presentations
<b>16:30-17:30</b>	Cluster analysis workshop	Pricing and Rev Mngt 2	Projective Techniques	Group exercise	Group exercise	Presentations

**Airline Marketing Assignment  
March 2016**

**Airline Marketing Communications**

**Part I: Group Assignment** (25% of module marks)

In your groups, for an airline of your choice, develop a new market communication campaign for **ONE** of the following market segments:

- Baby boomers
- Business travellers
- Millennials

Your presentation should explain:

- An analysis of the airline's requirement for the campaign
- The objective(s) for the campaign
- The creative process for the campaign
- The communication/media selection strategy
- The execution plan and likely required budget

You will need to present your findings in a short 15-minute (maximum) presentation.

## **Part II: Individual Assignment** (75% of module marks)

### **Part I: Airline market segmentation**

For **ONE** of the following market segments and for an airline of your choice (NOT TURKISH AIRLINES), develop a profile/description of a group of consumers:

- Baby boomers (aged between 50 and 70)
- Business travellers
- Millennials (aged between 18 and 30)

The profile of this group of consumers should detail their demography and usage traits, their purchase drivers, and the benefits they seek from the airline. The profile might consider wider interests, opinions and lifestyles that may impact and influence their purchase behaviours.

### **Part II: Airline Market Communication**

Critically evaluate a recent campaign by the airline you have selected that was targeted at your group of consumers.

Assess the campaign's success in light of your analysis in Part I.

### **Part III: A new campaign**

Develop and plan a new campaign aimed at your target segment for your airline, detailing the objective for the campaign, creative approaches, and campaign execution.

### **Marking criteria**

Critical analysis of appropriate literature and application to airline industry (this will include evidence of breadth, depth and critical evaluation of literature) – 20%

Quality of profile of the segment choice - 30%

Appraisal of the previously conducted campaign - 20%

Quality of new, targeted campaign for the selected airline - 30%

(Maximum word count = 2,000)

This includes EVERYTHING! Title, Abstract (if there is one), Acknowledgements, Written text, Tables, Charts/figures, Reference lists, Appendices