

Case Study Assignment
Airline Marketing
M.Sc. in Air Transport Management
ITU Aviation Institute

Due on 7 March 2014
17:00 via email

Dear Program Fellows:

Logistics for the Project Report

- The Individual Assignment for the “Airline Marketing” is due on 7th of March by 17:00 sharp - no extensions or no excuses for whatever reason!
- Each individual should send the Individual Assignment Report as a soft copy (.doc,.docx,.ppt,.pptx or pdf) to Prof. Gokhan Inalhan. He will share it with Prof. Wilson, Mason and MacDonald.
- There is no specific guideline or format the groups should follow. Please feel free to create your own report formats. However do not forget to include a logo of THY Aviation Academy and a logo of your university ITU within the project cover pages.
- The official logo of ITU can be found under : <http://www2.itu.edu.tr/?kurumsal-kimlik> . Do not use any other logo (or logo that you find somewhere from the internet). For the THY Aviation Academy logo, please use the logos from <https://akademi.thy.com/en-en/media/logos> . Do not use any other logo (or logo that you find somewhere from the internet).
- Please also include your name, the name of the Institute and the program and the class name to which this project is associated. In this case these would be :

Your Name
Individual Assignment Report
Airline Marketing
M.Sc. in Air Transport Management
ITU Aviation Institute

- Report language is English! You are encouraged to provide the report with around 2000 words. Preciseness, strategic thinking and valuable content will get you a AA not a huge report.
- While sending the report please use the inalhan@gmail.com instead of inalhan@itu.edu.tr address as the itu email has 10MB quota and it will not be able to receive emails with larger size attachments.

Case Study and Individual Study

As we had noted, Airline Marketing will be assessed with two pieces of work.

Group Case Study (50%) : You have completed this part

The case study was worked on in groups (of about 5 or 6 students). The work focused primarily on the airline branding and promotion, but drew on any aspect of the course. The students worked on the case study and presented their findings on Saturday afternoon. The presentations was assessed at that time on criteria as follows:

- Knowledge: Correct application of tools and frameworks (40% of assessment)
- Interpretation: insightful and commercially practical conclusions from frameworks (30% of assessment)
- Communication: clear, credible and persuasive presentation of arguments (30% of assessment)

Individual assignment (50%) : We are asking you to complete this part now.

Students will be required to write an individual report (around 2000 words) to be submitted after the module, focusing on one of the key areas of the course and case study materials. The criteria are the same as for the group case study.

Group Case Study Topic : You have completed this part

Each group took one of the following airlines and undertake an analysis of their airline's branding and marketing communications.

- Emirates
- British Airways

- Singapore Airlines
- Virgin Atlantic
- Etihad

Branding

What are the key brand values of the selected airline?
How are these brand values communicated?
Which market segments do you think the airline is seeking to engage with?

Communication

Evaluate the promotional activities of the airline in the past 12 months.
Assess the key promotional media and tools and describe their objectives
Select one campaign and assess how well suited it is to selected media
Assess the likely success of the marketing communications

Transferable learning

What do you think are the lessons, if any, that THY Turkish Airlines can take from your case study?

Individual Assignment Topic: : We are asking you to complete this part now.

- Following the airline of your choice in Group Study, what consumer groups/segments is the airline particularly targeting in either its brand or any one particular marketing communications campaign?
- Using critical success factor analysis, assess how well the airline achieves its goals **and compare this airline with THY Turkish.** Especially making high quality comparison with TK will be graded with the highest marks

Most important part of the individual assignment :

- **Make recommendations for TK.** Especially making solid and top recommendations for TK will be graded with the highest marks.

Grading

- The grading style in ITU is as follows. A good job will get you a AA, a mediocre job will get you a CC.

AA : 4.0/4.0

BA : 3.5/4.0

BB : 3.0/4.0

CB : 2.5/4.0

CC : 2.0/4.0

DC : 1.5/4.0

DD : 1.0/4.0

FF : 0.0/4.0

- The minimum passing grade for a graduate class at ITU is CC. For any grade that you get below CC for a mandatory course, you would need to repeat that mandatory course.
- For you to be able to graduate from the program the minimum total GPA required is 3.0 which corresponds to BB for the overall GPA.
- Please take these into account while preparing your reports or getting ready for exams.