

## **Assessment**

The module will be assessed with two pieces of work.

### **Group Case Study (50%)**

The case study will be worked on in groups (of about 5 or 6 students). The work will focus primarily on the airline branding and promotion, but may draw on any aspect of the course. The students will work on the case study and present their findings on Saturday afternoon. The presentations will be 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%)**

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 as for the group case study.

## **Group Case Study**

With your group take 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?