

Airline Marketing	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1000-1145	Introduction to marketing	Marketing Plans (1)	Multichannel Strategy (1)	Pricing & revenue management	Customer led innovation	Creating a Customer centric organisation
1200-1330	Market segmentation	Marketing Plans (2)	Multichannel Strategy (2)	Promotion	The airline product of the future	Creating a Customer centric organisation
1430-1615	Understanding Customer experience	Marketing Plans (3)	Branding	Social media	Loyalty	Case study presentations
1630-1800	Understanding Customer Value	Customer insight	Case study - Branding	Case study - Promotion	Loyalty in a multichannel environment	Review & key takeaways