![update_logo[1]]()

**TQF.5 Course Report**

**Course Code :** IAC2206

**Course Title :** Airline Marketing Management

**Credits :** 3 (3-0-6)

**Semester /Academic Year :** 1/2020

**Students :** Bachelor of Arts Program in Airline Business

**Lecturer(s) :** Asst. Prof. Kannapat Kankaew

International College, SuanSunandhaRajabhat University

**Course Report**

|  |
| --- |
| **Institution** : Suan Sunandha Rajabhat University**Campus/Faculty/Department** : International College |
|  |

**Section1: General Information**

|  |
| --- |
| **1. Course Code and Title :** IAC2306 Airline Marketing Management   |

|  |
| --- |
| **2. Pre-requisite (if any) :** None |

|  |
| --- |
| **3. Faculty Member(s) Teaching the Course and Sections**  Asst. Prof. Kannapat Kankaew **Sections:** 1-4 Room No. 307 |

|  |
| --- |
| **4. Semester and Academic Year** Semester 1 Academic Year 2020 |

|  |
| --- |
| **5. Venue** International College ; Suan Sunandha Rajabhat University, Nakornpathom Campus  |

**Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan**

|  |
| --- |
| **1. Number of actual teaching hours compared with the teaching plan** |
| Topics | No. of teaching hours in the plan | No. of actual teaching hours | Reason(s) (in case the discrepancy is more than 25%) |
| Course Introduction* What is marketing?
* STP/ 7Ps concept

Chapter 1 : Role of marketing?* Customer and consumer behavior
* The marketing mix
 | 3 | 3 |  |
| Chapter 2: The marketing environment * Macro & Micro factors

PESTE, SWOT | 3 | 3 |  |
| Chapter 3: The marketing researchresearch program, process and design | 3 | 3 |  |
| Chapter 4: Developing market strategies* planning
* auditing
* segmenting
 | 3 | 3 |  |
| Chapter 5: Create marketing plan* process
* target segmentation
* objective
 | 3 | 3 |  |
| Chapter 6: Airlines product and services * product life cycle
 | 3 | 3 |  |
| * **Product life cycle**
* **Ansoft Matrix,**
* **BCG,**
* **Value Chain**,
* **Focus Strategy**

**(presentation)** | 3 |  | Asst. Prof. Kannapat |
| Midterm | 3 | 3 |  |
| Chapter 7: Pricing and Revenue Management* Revenue Management

Pricing Tactics | 3 | 3 |  |
| Chapter 8: Promote the products and services * AIDAS model
* social media
* promotion mix
 | 3 | 3 |  |
| Chapter 9: Distribute the products and services * channel of distribution
 | 3 | 3 |  |
| Chapter 10: airline alliances * Fréquent Flyer
* alliance overview
 | 3 | 3 |  |
| Chapter 11 : Marketing management in practice: Project | 3 | 3 |  |
| Chapter 12: Planning the service environment* The purpose of service environment
* Consumer responses to service environment

Dimension of the service environment | 3 | 0 |  e-learning & assign homework |
| Chapter 13: Managing people for service advantage* Service workforces
* Service leadership and culture

Airline Customer service Management | 3 | 3 |  |
| Quiz: Singapore Airlines Winning Strategy | 3 | 3 | from HBR  |
| Chapter 14: Customer feedback and service Recovery* Customer complaining behavior
* Service guarantees
* Learning from customer feedback
 | 3 | 3 |  |
| Final Examination | 3 | 3 |  |
| **Total** |  |  |  |
| **2. Topics that couldn’t be taught as planned** |
| Topics that couldn’t be taught (if any) | Significance of the topics that couldn’t be taught | Compensation |
| Planning the service environment | Service environment | e-learning and assign homework |
|  |
| **3. Effectiveness of the teaching methods specified in the Course Specification**  |
| Learning Outcomes | Teaching methods specified in the course specification | Effectiveness(Use 🗸) | Problems of the teaching method(s) (if any) and suggestions |
| Yes | No |
| 1. Morals and Ethics | Attendance/Discipline | 🗸 | - |  |
| 2. Knowledge | Midterm Test & Final Examination | 🗸 | - |  |
| 3. Cognitive Skills | Assignments/Reports | 🗸 | - |  |
| 4. Interpersonal Skills and Responsibilities | Group/Pair work | ✓ | - |  |
| 5. Numerical Analysis, Communication and Information Technology Skills | E-Learning | 🗸 | - |  |
| 6. Learning Management Skills |  | 🗸 | - |  |

|  |
| --- |
|   |
| **4. Suggestions for Improving Teaching Methods**  |

**Section 3 : Course Outcomes**

|  |
| --- |
| **1. Number of registered students** : 107  |

|  |
| --- |
| **2. Number of students at the end of semester** : 107 |

|  |
| --- |
| **3 Number of students who withdrew (W)** : - |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **4. Grade distribution**

|  |  |  |
| --- | --- | --- |
| Grade | No. of students | Percentage |
| A | 1 | 0.9 |
|  A- | 6 | 5.6 |
|  B+ | 13 | 12.1 |
| B | 22 | 21 |
|  B- | 24 | 22.4 |
|  C+ | 25 | 23.3 |
| C | 11 | 10.2 |
| C- | 4 | 3.7 |
| D+ |  |  |
|  D |  |  |
| D- |  |  |
| F |  |  |
| Incomplete (I) | 1 | 0.9 |

 |

|  |
| --- |
| **5. Factors causing unusual distribution of grades (If any)** |

|  |
| --- |
| **6. Discrepancies in the evaluation plan specified in the Course Specification** |
|  6.1 Discrepancy in evaluation time frame |
| Details of Discrepancy | Reasons |
| - | - |

|  |
| --- |
|  6.2 Discrepancy in evaluation methods |
| Details of Discrepancy | Reasons |
| - | - |

|  |
| --- |
| **7. Verification of students’ achievements** |
| Verification Method(s) | Verification Result(s)  |
|  |  |

**Section 4 : Problems and Impacts**

|  |
| --- |
| **1. Teaching and learning resources** |
| **Teaching Problems:**  | **Impacts on students’ learning :**  |
| **Learning Resources Problems:** | **Impacts on students’ learning :**  |

**2. Administration and organization**

|  |  |
| --- | --- |
| **Problems from administration** | **Impacts on students’ learning**  |
| **Problems from organization** | **Impacts on students’ learning** |

**Section 5 : Course Evaluation**

|  |
| --- |
| **1. Results of course evaluation by students**  |
| * 1. Important comments from evaluation by students

  |
|  1.2 Faculty members’ opinions on the comments in 1.1  |
| **2. Results of course evaluation by other evaluation methods** |
| 2.1 Important comments from evaluation by other evaluation methods |
|  2.2 Faculty members’ opinions on the comments in 2.1  |

**Section 6 : Improvement Plan**

|  |
| --- |
| **1. Progress of teaching and learning improvement recommended in the previous Course Report** |
| Improvement plan proposed in Semester…Academic year …….. 1. ……………………………………
2. ……………………………………
3. ……………………………………
 | Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)1. …………………………………
2. …………………………………
3. …………………………………
 |

|  |
| --- |
| **2. Other improvements** |

|  |
| --- |
| **3. Suggestions for improvement for Semester 2 Academic year 2018** |
| Suggestions | Time Frame | Responsible person |
| Use interactive program to support teaching & learning  | Academic year 2019 | Lecturer |
| **4. Suggestions of faculty member(s) responsible for the course**   |

**Responsible Faculty Member/Coordinator:** Asst. Prof. Kannapat Kankaew

Signature......................................... Submission Date....................................

**Chairperson/Program Director:** ……………………………………..…………….

Signature............................................. Receipt Date ........................................