

**TQF.5 Course Report**

**Course Code :** IAC2206

**Course Title :** Airline Marketing Management

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

**Semester /Academic Year :** 1/2019

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

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

International College, SuanSunandhaRajabhat University

**Course Report**

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| **Institution** : Suan Sunandha Rajabhat University  **Campus/Faculty/Department** : International College |
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**Section1: General Information**

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

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

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| **3. Faculty Member(s) Teaching the Course and Sections**  Asst. Prof. Kannapat Kankaew  **Sections:** 1-5 Room No. 307 |

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| **4. Semester and Academic Year**  Semester 1 Academic Year 2019 |

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

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

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| **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 research  research 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 | | | |
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| **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 |  | | | 🗸 | | - | |  | |

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

**Section 3 : Course Outcomes**

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| **1. Number of registered students** : 148 |

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| **2. Number of students at the end of semester** : 148 |

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

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| **4. Grade distribution**   |  |  |  | | --- | --- | --- | | Grade | No. of students | Percentage | | A | 7 | 4.7 | | A- | 22 | 14.8 | | B+ | 25 | 16.8 | | B | 48 | 32.4 | | B- | 25 | 16.8 | | C+ | 6 | 4 | | C | 5 | 3.3 | | C- | 2 | 1.3 | | D+ |  |  | | D |  |  | | D- |  |  | | F |  |  | | Incomplete (I) | 8 | 5.4 | |

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

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

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

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| **7. Verification of students’ achievements** | |
| Verification Method(s) | Verification Result(s) |
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**Section 4 : Problems and Impacts**

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

**2. Administration and organization**

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

**Section 5 : Course Evaluation**

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| **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**

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| **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. ………………………………… |

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| **2. Other improvements** |

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| **3. Suggestions for improvement for Semester 2 Academic year 2018** | | |
| Suggestions | Time Frame | Responsible person |
| Use interactive program to support teaching & learning | Academic year 2018 | 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 ........................................