

## Kainan University Department of \_\_\_\_\_

## Syllabus for Fall semester 2007

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
400030011	<b>Chinese:</b> 國際運輸實務(上)	Jan de Vries	<input type="checkbox"/> required <input type="checkbox"/> elective	Year: Class:		
	<b>English:</b> International Airline Transportation	Course Prerequisites	English language, basic airline coding			
<b>Teaching Goals and Content</b>	Evaluating current practices, students will have working knowledge of global airline management, airline marketing and economics. Basics of networks, pricing, revenue and yield management, brand management and airline customer relationship management. Study: online slides, documents and notes					
<b>Teaching Methods</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
<b>Grading and Evaluation Criteria</b>	midterm _30_ %      final _30_ %      class participation _10_ % other _10_ % (details: _class activity_____ )					
<b>Textbooks</b>	(author, title, edition, publisher, place of publication, year of publication, pages covered) Shaw - Airline Marketing and Management, 6th ed., Ashgate, July 2007, Chapter 6-12 Holloway - Straight and level, practical airline economics 2nd ed., Ashgate, 2002 Hanlon - Global Airlines, competition in a transnational industry, 3rd ed, Butterworth 2006					
<b>Course Description (including outline and course schedule):</b>						



Yield - Price - Tariff Structures - Price drivers - Tactical pricing  
 Revenue Management - Approaches - Components - Freight revenue  
 Pricing and Revenue Management - Building Blocks in Airline Pricing Policy - Uniform and  
 Differential Pricing - Structure of Air Freight Pricing

Distribution - Distribution Channel Strategies - Travel Agency Distribution System - Global  
 Distribution Systems (GDS) - Distribution Channels in the Air Freight Market

Network design - Strategies and tactics - Outsourcing - Code sharing - Franchising  
 Network scheduling - Theory - Marketing - Economics - Constraints - Hub and spoke - Tactics -  
 Frequency - GDS - Fleet management

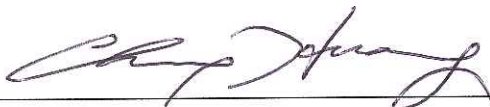
Airline Selling, Advertising and Promotional Policies - Anatomy of a Sale - Sales Planning -  
 Marketing Communication Techniques - Airline Advertising - Selling in the Air Freight Market

Brand Management in Airline Marketing - Brands and Commodities - Brand Building in the Airline  
 Industry - Brand Strategies

Relationship Marketing - Fundamentals of Relationship Marketing - Components of a Relationship  
 Marketing Strategy - Frequent Flyer Programs

Instructions:

1. Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.
2. This form was approved by the curriculum committee on April 23, 2002.



signature of the convener of the curriculum committee



Jan de Vries

signature of the teacher

