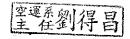
☐ Fall

Kainan University 🗹 Spring Department of Air Transportation Management

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C	CRN	Course title	Instructor	Subject	grade	Credits	Hours per week					
	<u> </u>	Chinese:空運行銷 管理	Chia-Jui Hsu	☐ required✓ elective	2年 AB 班	3	3					
	English: Airline Marketing and Management		Course prerequisites	Airline Operations and Management								
1	ing goal	The aim of the course is to provide a general view of marketing and an understanding of the key marketing elements used in the airline industry.										
Tea	Teaching Lecture · practical training · discussion ·											
Me	Methods											
eval	midterm 25 % • final 25 % • Class participation 25 % • others (Home work and Presentation) grade 25 % •											
Tex	(Author `Title `edition `publisher `publishing place `publishing year `from page to page in sequence) ° 1. Stephen Shaw, Airline Marketing and Management, 5th ed., Ashgate Publishing Company, England, 2004. 2. Airline Business, Reed Business, Reed Elsevier Group PLC, UK.											
Subje	et introdu	ection (including outling										
	Week 1 Week 2-3 Week 4-6 Week 7-8 Week 9	Airline Marketing Airline Product De Mid-term examina	Strategy ecision									
Week 10-11 Pricing Week 12-13 Distribution Week 14-15 Advertising and Promotion Week 16-17 Marketing Plan Week 18 Final examination												
Instruct												
1. The cop	e teacher fi pied to give ice of curric	Ils in this form before the se to the conveners who is be culum planning. Besides, the pproved by the curriculum co	long to the same depo	artment, the depar syllabus to studen	tment which the outside the testing the testing the testing testing the testing the testing the testing testing the testing testing the testing testing testing the testing te	class is belo	ng to, and the					

Convener of the curriculum committee:



Teacher:許家瑞