

FallKainan University  Spring Department of Air Transportation Management

## Course Schedule

| CRN  | Course title  | Instructor           | Subject   | grade   | Credits | Hours per week |
|--|---|----------------------|---|---------|---------|----------------|
|  | Chinese : 空運行銷管理  | Chia-Jui Hsu         | <input type="checkbox"/> required<br><input checked="" type="checkbox"/> elective | 2年 AB 班 | 3       | 3              |
|  | English : Airline Marketing and Management  | Course prerequisites | Airline Operations and Management   |         |         |                |
| Teaching goal and content  | 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.  |                      |   |         |         |                |
| Teaching Methods   | <input checked="" type="checkbox"/> Lecture ◦ <input type="checkbox"/> practical training ◦ <input checked="" type="checkbox"/> discussion ◦<br><input checked="" type="checkbox"/> question-and-answer ◦ <input type="checkbox"/> others ( ) ◦   |                      |   |         |         |                |
| Grading and evaluation criteria  | midterm 25 % ◦ final 25 % ◦ Class participation 25 % ◦<br>others ( Home work and Presentation ) grade 25 % ◦  |                      |   |         |         |                |
| Textbooks  | (Author 、 Title 、 edition 、 publisher 、 publishing place 、 publishing year 、 from page to page in sequence) ◦<br>1. Stephen Shaw, Airline Marketing and Management, 5th ed., Ashgate Publishing Company, England, 2004.<br>2. Airline Business, Reed Business, Reed Elsevier Group PLC, UK. |                      |   |         |         |                |
| <b>Subject introduction (including outline and course schedule) :</b>  |   |                      |   |         |         |                |
| Week 1   | Introduction  |                      |   |         |         |                |
| Week 2-3   | The Marketing Environment   |                      |   |         |         |                |
| Week 4-6   | Airline Marketing Strategy  |                      |   |         |         |                |
| Week 7-8   | Airline Product Decision  |                      |   |         |         |                |
| Week 9   | Mid-term examination  |                      |   |         |         |                |
| Week 10-11   | Pricing   |                      |   |         |         |                |
| Week 12-13   | Distribution  |                      |   |         |         |                |
| Week 14-15   | Advertising and Promotion   |                      |   |         |         |                |
| Week 16-17   | Marketing Plan  |                      |   |         |         |                |
| Week 18  | Final examination   |                      |   |         |         |                |
| Instruction :  |   |                      |   |         |         |                |
| 1. The teacher fills in this form before the semester beginning. After verified by the curriculum committee, this form should be copied to give to the conveners who is belong to the same department, the department which the class is belong to, and the office of curriculum planning. Besides, the teacher explains this syllabus to students at the beginning of a semester. |   |                      |   |         |         |                |
| 2. This form is approved by the curriculum committee at the forth time on April 23 <sup>rd</sup> , 2002  |   |                      |   |         |         |                |

Convener of the curriculum committee :

空運系劉得昌  
主任

Teacher : 許家瑞