



# AVAT12017 Aviation Marketing

## Term 1 - 2023

Profile information current as at 11/04/2024 04:36 am

All details in this unit profile for AVAT12017 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

Aviation Marketing will explore the highly specific marketing associated with the aviation industry. This unit will introduce you to a comprehensive overview of the fundamental and important concepts, theories and principles of marketing and how they are applied to the aviation industry. You will gain insights into advanced-level aviation business knowledge in the areas of marketing channels, sales management, advertising, research, consumer behaviour, communications, yield management and alliances. This unit will equip aviation professionals with specific marketing knowledge required to accomplish an organisation's goals in new and creative ways.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Pre-requisites: AVAT11013 Introduction to Aviation or AVAT11002 Basic Aeronautical Knowledge and AVAT11008 Introduction to Aviation Management.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 1 - 2023

- Online

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Online Quiz(zes)**

Weighting: 30%

#### 2. **Case Study**

Weighting: 30%

#### 3. **Group Work**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Discuss key concepts and principles of marketing such as marketing mix, segmentation and positioning, market research plans, and marketing strategy
2. Apply key concepts and principles of marketing knowledge and awareness in the aviation business context
3. Conduct basic market research to make an informed judgement on marketing options in an aviation business context
4. Work autonomously and in teams to formulate marketing plans and reports in an aviation context.

N/A

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Online Quiz(zes) - 30%	•	•		
2 - Case Study - 30%	•		•	•
3 - Group Work - 40%		•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication		•	•	•
2 - Problem Solving	•	•	•	•
3 - Critical Thinking	•	•	•	•
4 - Information Literacy		•	•	•
5 - Team Work				•
6 - Information Technology Competence	•		•	
7 - Cross Cultural Competence				
8 - Ethical practice				
9 - Social Innovation			•	•
10 - Aboriginal and Torres Strait Islander Cultures				

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

All readings can be found online through the CQUni Library website.

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Teams

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Mike Malouf** Unit Coordinator

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**Daniel Parsons** Unit Coordinator

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## Schedule

### Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Key concepts and principles of marketing	-Fundamentals of Airline Marketing, By Scott Ambrose, Blaise Waguespack. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61CQU_INST/rpghdm/alma991001882035703441">https://cqu.primo.exlibrisgroup.com/permalink/61CQU_INST/rpghdm/alma991001882035703441</a>	

### Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Key players in the aviation industry and their marketing strategies	Lecture notes	On-line quiz 1 (15% weighting) Will open on 15th March and close 22nd March Will include information from Lecture 1 and 2

### Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
The strategic plan	-Fundamentals of Airline Marketing, By Scott Ambrose, Blaise Waguespack. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61CQU_INST/rpghdm/alma991001882035703441">https://cqu.primo.exlibrisgroup.com/permalink/61CQU_INST/rpghdm/alma991001882035703441</a>	<b>2 x online quizzes</b> Due: Week 3 Wednesday (22 Mar 2023) 5:00 pm AEST

### Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Market research and analysis in the aviation industry	-Airline marketing and management, 7th edition, by Stephen Shaw. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61CQU_INST/rpghdm/alma991001942074103441">https://cqu.primo.exlibrisgroup.com/permalink/61CQU_INST/rpghdm/alma991001942074103441</a>	Online quiz 2 (15% weighting). Will open on 29 March and close 5 April Will include information from Lecture 3 and 4

### Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Product and service development in the aviation industry

-Airline marketing and management, 7th edition, by Stephen Shaw.  
Link:  
[https://cqu.primo.exlibrisgroup.com/permalink/61COU\\_INST/rpphdm/alma991001942074103441](https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441)  
-Airport marketing, 2nd Edition, By Nigel Halpern, Anne Graham.  
Link:  
[https://cqu.primo.exlibrisgroup.com/permalink/61COU\\_INST/a7uumo/alma991001910388203441](https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/a7uumo/alma991001910388203441)

## Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 6 - 17 Apr 2023</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Pricing strategies in the aviation industry	Lecture notes -Airline marketing and management, 7th edition, by Stephen Shaw. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441</a>	Assessment 2. Case Study Virgin's "Project Mars" and Qantas' "Project Sunrise" are examples of strategic planning yet only one was successfully implemented. Determine why one project failed and the other succeeded: Due 23/4/23 at 5.00pm (30% weighting)  <b>Case Study</b> Due: Week 6 Friday (21 Apr 2023) 5:00 pm AEST

## Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Promotion and advertising in the aviation industry	-Airline marketing and management, 7th edition, by Stephen Shaw. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441</a>	Assessment 2 due 23/4/23 by 5.00pm

## Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Distribution channels in the aviation industry	-Airline marketing and management, 7th edition, by Stephen Shaw. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441</a> -Airport marketing, 2nd Edition, By Nigel Halpern, Anne Graham. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/a7uumo/alma991001910388203441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/a7uumo/alma991001910388203441</a>	

## Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
International marketing in the aviation industry	-Marketing in the international aerospace industry, by Wesley E. Spreen. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074203441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074203441</a>	

## Week 10 - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Customer relationship management in the aviation industry	-Marketing in the international aerospace industry, by Wesley E. Spreen. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074203441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074203441</a> -Airline marketing and management, 7th edition, by Stephen Shaw. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441</a>	

## Week 11 - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Strategic planning and implementation in the aviation industry	-Marketing in the international aerospace industry, by Wesley E. Spreen. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074203441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074203441</a> -Airline marketing and management, 7th edition, by Stephen Shaw. Link: <a href="https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441">https://cqu.primo.exlibrisgroup.com/permalink/61COU_INST/rpphdm/alma991001942074103441</a>	Assessment 3 group work due 28/5/23 at 5.00pm Conduct market research on a specific airline or airport or aspect of the aviation industry (for example, low-cost carriers or in-flight amenities or airport infrastructure ). Analyse the competition and consumer behaviour and use that information to develop a marketing plan for the company or product.  <b>Group Work</b> Due: Week 11 Friday (26 May 2023) 11:45 pm AEST

## Week 12 - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Challenges and opportunities in the aviation industry	Lecture notes	

## Review/Exam Week - 05 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 12 Jun 2023</b>		
Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 2 x online quizzes

**Assessment Type**

Online Quiz(zes)

**Task Description**

Two open-book online quizzes designed to assess your skills in locating, reviewing, and applying information from lectures and relevant online sources. Each quiz consists of 15 multiple-choice questions. You have 30 minutes to complete each quiz.

Each quiz will be open on Wednesday at 5.00pm and will close the following Wednesday at 5.00pm. There will be a link to each quiz in Moodle

**Number of Quizzes**

2

**Frequency of Quizzes**

Other

**Assessment Due Date**

Week 3 Wednesday (22 Mar 2023) 5:00 pm AEST  
online in Moodle

**Return Date to Students**

Week 3 Wednesday (22 Mar 2023)  
Mark given as soon as quiz is sat

**Weighting**

30%

**Assessment Criteria**

The two online quizzes held 2 weeks apart comprise the formative assessment to ensure the subject material is being understood. Each quiz has 15 multiple choice questions worth 15% of grade. It is accessed on the Moodle site under Assessments. The total mark from both quizzes is 30% of grade.

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Submission Instructions**

Quiz is automatically marked online

**Learning Outcomes Assessed**

- Discuss key concepts and principles of marketing such as marketing mix, segmentation and positioning, market research plans, and marketing strategy
- Apply key concepts and principles of marketing knowledge and awareness in the aviation business context

### 2 Case Study

**Assessment Type**

Case Study

**Task Description**

Virgin's "Project Mars" and Qantas' "Project Sunrise" are examples of strategic planning yet only one was successfully implemented. Use the following framework to determine why one project failed and the other succeeded::

#### 1. Introduction

Provide an overview of the project, including:

- a) the research question(s).
- b) the background and context of the study
- c) purpose and objectives of the research

#### 2. Main Body

If possible, include the following points:

- a) Market analysis:
- b) Company analysis:
- c) Project analysis:
- d) SWOT analysis:

- e) Competitor analysis:
  - f) Financial analysis:
  - g) Customer analysis:
  - h) Regulatory analysis:
  - i) Risk management:
  - j) Porter's Five Forces:
- 3. Conclusion**
- a) Compare and contrast the two projects
  - b) provide a conclusion on why one project succeeded while the other failed
  - c) Consider all factors used:

#### **Assessment Due Date**

Week 6 Friday (21 Apr 2023) 5:00 pm AEST

Upload into Moodle

#### **Return Date to Students**

Week 7 Friday (28 Apr 2023)

Online

#### **Weighting**

30%

#### **Assessment Criteria**

The essay will be marked out of 30 points as follows:

##### **1. Introduction (3 Marks)**

Provide an overview of the project, including:

- a) the research question(s).
- b) the background and context of the study
- c) purpose and objectives of the research

##### **2. Main Body (20 Marks)**

Where possible, include the following points:

- a) Market analysis
- b) Company analysis
- c) Project analysis
- d) SWOT analysis
- e) Competitor analysis
- f) Financial analysis
- g) Customer analysis
- h) Regulatory analysis
- i) Risk management
- j) Porter's Five Forces

##### **3. Conclusion (4 Marks)**

- a) Compare and contrast the two projects
- b) provide a conclusion on why one project succeeded while the other failed
- c) Consider all factors used:

#### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

submitted online

#### **Learning Outcomes Assessed**

- Discuss key concepts and principles of marketing such as marketing mix, segmentation and positioning, market research plans, and marketing strategy
- Conduct basic market research to make an informed judgement on marketing options in an aviation business context
- Work autonomously and in teams to formulate marketing plans and reports in an aviation context.

## **3 Group Work**

#### **Assessment Type**

Group Work

#### **Task Description**

Working in groups of three, conduct market research on a specific airline or airport or aspect of the aviation industry (for example, low-cost carriers or in-flight amenities or airport infrastructure). Analyse the competition and consumer behaviour and use that information to develop a marketing plan for the company or product. The marketing plan should consist of :



1. Executive Summary
2. Situation Analysis
3. Marketing Objectives
4. Target Market
5. Marketing Mix (4 As)
6. Action Plan
7. Evaluation and Control

**Assessment Due Date**

Week 11 Friday (26 May 2023) 11:45 pm AEST  
online-upload into Moodle

**Return Date to Students**

Week 12 Friday (2 June 2023)  
Online

**Weighting**

40%

**Assessment Criteria**

This assessment will be marked out of 40 Marks as follows:

**1. Research (15 Marks)**

- a) Objectives
- b) Market size and growth
- c) Trends in the industry

**2. Analysis (15 Marks)**

- a) Competitor analysis
- b) Customer analysis
- c) Regulatory considerations
- d) Discussion & decisions

**3. Marketing Plan (10 Marks)**

- a) Marketing plan development
- b) Lessons learned.

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Submission Instructions**

Online-upload into Moodle

**Learning Outcomes Assessed**

- Apply key concepts and principles of marketing knowledge and awareness in the aviation business context
- Conduct basic market research to make an informed judgement on marketing options in an aviation business context
- Work autonomously and in teams to formulate marketing plans and reports in an aviation context.

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem