



AVAT12017 Aviation Marketing

Term 1 - 2024

Profile information current as at 07/05/2024 02:40 am

All details in this unit profile for AVAT12017 have been officially approved by CQUiversity 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 - 2024

- Cairns
- 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.

IT Resources

You will need access to the following IT resources:

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

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

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Schedule

Week 1 - 04 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Course Introduction		

Week 2 - 11 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Fundamental and The Marketing for Air Transport Service		

Week 3 - 18 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
The Marketing Environment		

Week 4 - 25 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Airline Business and Marketing Strategies		Online quiz 1 (15%weighting). Will open on 25 March and close 5 April. Will include information from Lecture 1- 4.

Week 5 - 01 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Product Analysis in Airline Marketing		

Vacation Week - 08 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Term Break

Week 6 - 15 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Pricing and Revenue Management		

Week 7 - 22 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Distributing the Product		

Week 8 - 29 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Brand Management in Airline Marketing/ Relationship Marketing		Online quiz 2 (15%weighting). Will open on 29 April and close 10 May. Will include information from Lecture 5- 8.

Week 9 - 06 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Airline Selling, Advertising and Promotional Policies		

Week 10 - 13 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
The Market for Airport Services		Assessment 2. Case Study. Due 17/05/24 at 5.00pm (30% weighting) CASE STUDY Due: Week 10 Friday (17 May 2024) 5:00 pm AEST

Week 11 - 20 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Marketing in the International Aerospace Industry		

Week 12 - 27 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Unit Review		Assessment 3 group work due 31/5/24 at 5.00pm. Group Project Due: Week 12 Monday (27 May 2024) 5:00 pm AEST

Review/Exam Week - 03 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 10 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 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 Monday at 9.00am and will close on the following Friday at 5.00pm. There will be a link to each quiz in Moodle.

Number of Quizzes

2

Frequency of Quizzes

Other

Assessment Due Date

online in Moodle

Return Date to Students

Mark given as soon as quiz is sat

Weighting

30%

Assessment Criteria

The two online quizzes 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

Task: Students are responsible for selecting one of the following topics and submitting a written document (500 words)

Topic 1: What kind of marketing strategy has been applied in QANTAS' non-stop flights from London to Perth? Is this marketing strategy successful and Why?

Topic 2: The Product Life Cycle: What is the life cycle stage of A380? What should Airbus do?

Topic 3: Critically assess the importance of airline price discrimination.

Topic 4: Discuss the advantages and disadvantages of Bonza's distribution policy.

Topic 5: Please apply AIDA method and discuss your sale plan for Virgin Australia's "Middle Seat Lottery". What can you do to get attention? What should you show? What can you offer? What should you make to push customer action?

Assessment Due Date

Week 10 Friday (17 May 2024) 5:00 pm AEST

Upload into Moodle

Return Date to Students

Week 12 Friday (31 May 2024)

Online

Weighting

30%

Assessment Criteria

The case study will be marked out of 30 points as follows:

1. Discussion & Analysis (15 marks)
2. Specifications (10 marks)
3. Professional Standards (5 marks)

Referencing Style

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

Submission

Online

Submission Instructions

Upload into Moodle

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 Project

Assessment Type

Group Work

Task Description

Part A: Group Report

Word Count: 3,000 words (+/- 10%) Course Value: 20%

Report Task: Group will be responsible for submitting a co-written document (3,000 words) that describes a marketing plan to related product/ service of your chosen area (Airline/ Airport/ Aerospace). The marketing proposal should be practicable, originality, complete and beneficial. Students will have to take care to edit the final document to ensure that it has consistent voice, grammar, and writing style. The report should be submitted through Moodle.

Part B: Group Presentation

Time limit: Maximum 15 minutes Course Value: 15%

Presentation Task: Group will be responsible for a 15 minutes in-class presentation that highlights your group report and convinces the audiences that your marketing proposal is practicable, originality, complete and beneficial.

Part C: Team work

Course Value: 5%

Team work Task: Peer evaluation where every member in a team will evaluate his peers in the same team. The Individual Teammate Evaluation should be submitted through Moodle.

Assessment Due Date

Week 12 Monday (27 May 2024) 5:00 pm AEST

TBA

Return Date to Students

Exam Week Monday (10 June 2024)

Online

Weighting

40%

Assessment Criteria

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

A. Report (20 Marks)

- a) Discussion & Analysis
- b) Specifications
- c) Professional Standards

B. Presentation (15 Marks)

- a) Organizing
- b) Coherence
- c) Structure
- d) Format
- e) Quality of Contents

C. Team Work (5 Marks)

- a) Contributions
- b) Problem-solving
- c) Attitude
- d) Focus on the task
- e) Working with others

Referencing Style

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

Submission

Offline Online Group

Submission Instructions

Both On-line and In-class

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