



## **IAB 2306: Airline Marketing Management (AB-52/ G 1)**

### **Credits: 3 (2-2-5)**

#### **TQF 5 Course Report**

The Course Report herein refers to the teaching and learning report of a lecturer at the end of each semester course. The report includes an assessment whether the course was conducted as planned in the course specification and, if not, suggestions for improvement. The report also presents student academic results, the number of students for the duration of the course, course management problems, an analysis of the course evaluation result from students/Head of Department or external auditor, an opinion survey of employers, and suggestions to the course coordinator for improvement and development.

#### **The Course Report consists of 8 sections:**

Section 1	General Information
Section 2	Teaching and Learning Management Compared to a Teaching Plan
Section 3	Summary of Teaching and Learning Result
Section 4	Problems and Effects of Course Management
Section 5	Course Evaluation
Section 6	Improved Teaching Plan

## Course Report

Name of Institution: **Suan Sunandha Rajabhat University**

Campus/Faculty/Department: **International College**

### Section 1: General Information

1. Course title and code: **IAB 2306 Airline Marketing Management**
2. Pre-requisite: **None**
3. Responsible faculty, lecturer, and section: **Mr. Vorapat Kankaew (AB-52/ Group 1)**
4. Course semester/academic year: **Semester 1/2554**
5. Place of study: **Room 2145, Srijutapa Building 21, International College, Suan Sunandra Rajabhat University**

### Section 2: Teaching and Learning Management Compared to a Teaching Plan

1. Report of a planned teaching hours compared to an actual teaching hours  
Specify teaching topics, teaching hours according to the plan, and actual teaching hours. If the actual teaching hours are different from the plan by more than 25%, specify the reasons.

<b>Teaching Topics</b>	<b>Planned Hours</b>	<b>Actual Hours</b>	<b>If planned teaching hours differs from actual teaching hours more than 25%, specify reasons.</b>
<b>1 <u>Chapter 1 : The Fundamental</u></b>	<b>3</b>	<b>3</b>	
<b>2 <u>Chapter 2: The Marketing for Air transport services</u></b>	<b>3</b>	<b>3</b>	
<b>3 <u>Chapter 3: The Marketing Environment</u></b>	<b>3</b>	<b>3</b>	<b>Postpone class due to the meeting with TFTA</b>

<b><u>PESTE Analysis/ SWOT/ Value Chain</u></b>			
<b>4 <u>Chapter 4: Airlines Business and Marketing Strategies</u></b> <ul style="list-style-type: none"> <li>- Five Forces</li> <li>- Strategic Families</li> </ul> Low cost Strategic	<b>3</b>	<b>3</b>	
<b>5. <u>Chapter 4: Airlines Business and Marketing Strategies</u></b> <ul style="list-style-type: none"> <li>- “Differentiation”</li> </ul> Airlines-The Future <ul style="list-style-type: none"> <li>- “Focus” Strategies</li> </ul>	<b>3</b>	<b>3</b>	
<b>6. <u>Chapter 5: Product Analysis in Airlines Marketing</u></b> <ul style="list-style-type: none"> <li>- What is product?</li> <li>- Theory of product analysis and application to airlines industry</li> </ul>	<b>3</b>	<b>3</b>	
<b>7. <u>Chapter 5: Product Analysis in Airlines Marketing</u></b> <ul style="list-style-type: none"> <li>- Fleet &amp; Schedules</li> <li>-Related Product Features</li> <li>- Customer Service-Related Product Features</li> <li>- Controlling Product Quality</li> </ul>	<b>3</b>	<b>3</b>	
<b>8. <u>Chapter 6: Pricing and Revenue Management</u></b>	<b>3</b>	<b>3</b>	

<ul style="list-style-type: none"> <li>- Building Blocks in Airline Pricing Policy</li> <li>-Uniform and Differential Pricing</li> <li>-The Structure of Air Freight Pricing</li> </ul>			
<p><b>9. Chapter 7: <u>Distribution the Product</u></b></p> <ul style="list-style-type: none"> <li>-Distribution Channel Strategies</li> <li>- Distribution System</li> <li>-Reservation</li> </ul>	<b>3</b>	<b>3</b>	
<p><b>10 Chapter 8: <u>Brands Management in Airlines Marketing</u></b></p> <ul style="list-style-type: none"> <li>- What is a Brand?</li> <li>- Brand building</li> </ul> <p>Brand Strategies</p>	<b>3</b>	<b>3</b>	
<p><b>11. Chapter 9: <u>Relationship Marketing/ Service Marketing</u></b></p> <ul style="list-style-type: none"> <li>-Fundamentals of Relationship Marketing</li> <li>- Components of Relationship Marketing Strategy</li> <li>-Frequent Flyer Program</li> </ul>	<b>3</b>	<b>3</b>	
<p><b>12 Chapter 10: <u>Airlines Selling, Advertising and Promotional Policies</u></b></p> <ul style="list-style-type: none"> <li>-The Anatomy of Sale</li> <li>- Sales Planning</li> <li>- Marketing communication Techniques</li> </ul> <p>Airlines Advertising</p>	<b>3</b>	<b>3</b>	

<b>13. Guest Speaking (Real people, Real experience)</b> <b>Khun Rachadawan Thuwamuti</b> <b>Sales Executive British/Qantas Airways</b>	<b>3</b>	<b>3</b>	

**2. Teaching topics not covered as planned**

Specify topics that are not covered according to the teaching plan. The lecturer may consider whether the main points of the topics affect learning outcomes at both the course and program levels. If there is any impact on student learning outcomes, give suggestions.

<b>Teaching topics not covered as planned</b>	<b>Effects to learning outcomes</b>	<b>Provide any suggestions</b>
<b>Chapter 3: The Marketing Environment</b> <b>PESTE Analysis/</b> <b>SWOT/ Value Chain</b>	<b>Students did not learn the marketing environment</b>	<b>Make-up class on Jul 21,2011 from 0900-1200LT</b>

**3. Efficiency of teaching towards learning outcomes, as specified in course design**

Specify whether teaching methodology can lead towards achievement of all domains of learning outcomes, as articulated in course specification. Specify problems found in teaching. Give suggestions.

<b>Domains of Learning outcomes</b>	<b>Teaching methodology and activities in class</b>	<b>Efficiency</b>		<b>Setback during teaching and Suggestions</b>
		<b>Yes</b>	<b>No</b>	
<b>1. Ethics and Morals</b>  Punctuality	<b>1. Activities that require students to practice being punctual and no tardiness</b>	√		-Some students have a habit of being late and absent. Finally have to withdraw

cooperation, respect others, responsiveness	2. Learn the consequences of plagiarism 3. Shared learning Dialogue			from the class due to attendance is less than 80 percent.  -Need to explain to students to understand the consequences of being late and absent.
<b>2. Knowledge</b>  Understand the class material and be able to apply knowledge in real life.	1. PowerPoint 2. Problem-Based Learning 3. Case Study 4. Group discussion 5. Group Presentation (Airline Advertising and Airline Marketing Exhibition) 6. Questions and Answers	√		-Some students have extremely limited ability in English.  -Need an extra attention in class.
<b>3. Cognitive Skills</b>  Logical thinking and analysis/synthesis skills improvement. Be able to adapt marketing principles and theories to airline business correctly.	1. Update airline news 2. Case Study 3. Brainstorming 4. (Guest Speaker)	√		-Students need to get real time information in classroom. -Encourage students to use I-phone, I-pad, laptop computer with WIFI access to attain real time information.
<b>4. Interpersonal Skills and Responsibilities</b>  Leadership Teamwork	1. Group Discussion 2. Group Presentation	√		-Students too shy to ask questions in class  -Use team learning and students ask more questions within the group.
<b>5. Numerical Analysis, Communication and</b>	1. Students present their work by using Graphs, statistic and appropriate technology	√		

<p><b>Information Technology Skills</b></p> <p>Presentation gesture, self confident, public speaking, use technology tools finding information, hand in report by e-mail, analysis statistic report and able to compare the significant changes</p>	<p>2. Students present their work by using proper terminologies of airline business</p> <p>3. Students use both quantitative and qualitative analysis in their problem solving</p>			
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#### 4. Teaching improvement

Suggest strategies to your department to improve teaching methodology based on problems found in Section 2, No. 3.

**Suggestions: International college needs to improve the speed and the reliable of WIFI system in order for students can find real time information and solve the case study in the classroom.**

### Section 3: Summary of Teaching and Learning Results

1. Number of students registered for the course: **17 students**
2. Number of students at the end of the semester: **16 students**
3. Number of students who withdrew from the course: **1 students**
4. Distribution of scores level (grade)

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	9	53
82 – 85	A-	-	
78 – 81	B+	2	12
74 - 77	B	3	18
70 – 73	B-	-	
66 – 69	C+	-	
62 – 65	C	-	
58 – 61	C-	-	
54 – 57	D+	-	
50 - 53	D	-	
46 - 49	D-	-	
0 - 45	F	-	

	<b>I</b>	<b>2</b>	<b>12</b>
	<b>W</b>	<b>1</b>	<b>5</b>

5. **Factors influencing unusual scores level: None**

6. **Errors from (grade) assessment plan**

6.1 Errors about setting time for assessment

6.1.1 Specify errors and reasons.

<b>6.1 Errors due to timing</b>	<b>Reasons</b>
Time for group discussion often takes longer than expected.	It is hard to control group discussion and students often require more time

6.2 Errors about assessment techniques

6.2.1 Specify errors and reasons.

<b>6.2 Errors due to the assessment techniques</b>	<b>Reasons</b>
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7. **Revision of student efficiency**

7.1 Specify methods of revision and summarize the result.

<b>Method of revision</b>	<b>Conclusion</b>
Have a meeting and discussion among lecturers.	Make a suggestion to teach how to live and learn not only the knowledge from the book.

## Section 4: Problems and Effects of Course Management

1. **Teaching resources and facilities problem**

1.1 Specify problems about teaching resources and facilities and their impact.

<b>Problems</b>	<b>Impacts</b>
There are too many ongoing problems of computer virus.	It causes a slowdown the group presentation. Sometimes students lose their file of work.



## 2. Management and organization problem

- 2.1 Specify problems about management and organization and their impact on student learning.

Problems	Impacts
There are too much trouble and procedures to take students to field trip off campus such as process of getting and approving for a bus.	Students lose their opportunities to learn from experts and real business procedure on sites.

## Section 5: Course Evaluation

### 1. Result of student course evaluations (please see attachment.)

- 1.1 Feedback from student evaluations  
1.1.1 Specify strengths and weaknesses.

Students need more time to prepare their presentation and do their term paper.

- 1.2 Lecturer's opinion of student feedback

Lecturer agrees that it will help students by providing a better technique of searching information in order to save students' time.

### 2. Result of course evaluation from other evaluation methods.

- 2.1 Feedback from other evaluation methods  
2.1.1 Specify strengths and weaknesses.

Strength: This course is enjoyable and helps students to understand about the marketing in airline business.

Weakness: there are too many theories that students need to understand in a short time.

- 2.2 Lecturer's opinion of feedback

Need more time and funding to support student activities in practice the marketing exhibition

## Section 6: Improved Teaching Plan

1. **Progression of improved teaching plan as presented in the previous course report.**

- 1.1 Specify an improved teaching plan that was proposed in the previous semester/academic year, and describe whether it was conducted as planned. If not, give reasons.

<b>An improved plan</b>	<b>The result</b>
A plan to use technology for additional practice exercises.	Provide additional exercise on marketing campaign that students can use technology to support.

2. **Other methods for course improvement**

- 2.1 Briefly describe how to improve the course, e.g., new teaching methods for the current semester/academic year or new teaching instruments.

-Make an adjustment of the speed of the lecture in the classroom depends on the English ability of students and their prior knowledge of the subject matters.  
-Use new teaching techniques such as jigsaw method, and group investigation  
-Create more positive learning environment.

3. **Suggestion an improvement of the plan for the next semester/academic year**

- 3.1 Specify a plan with expected deadlines and person who is responsible.

<b>Proposed Plan</b>	<b>Deadline</b>	<b>Responsible Lecturer</b>
A plan to have students visit airline office and learn by on the job training (OJT) every 2 consecutive Saturday.	About the fifth week of the class	Mr. Vorapat Kankaew

Reported by: Mr. Vorapat Kankaew

Submitted Date: October 28, 2011