

Aviation Marketing

By Gp. Capt. P. Aanand Naidu

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FUNDAMENTALS OF MARKETING



Introduction to Marketing and Concepts

- Marketing Terminologies
 - Needs, Wants and Demand
 - Products
 - Value, Cost and Satisfaction
 - Exchange, Transaction and Relationships
 - Marketing, Marketers and Marketing Management
 - Marketing Concepts
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Basic Principles of Marketing

- Segmentation
 - Targeting
 - Positioning
 - Marketing Environment
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Direct Selling, Advertising, Sale Promotion And Public Relations

- o Advertising
- o Sales Promotion
- o Personal Selling
- o Public Relations

Communications

- o Meaning of Communication
 - o Communication Situation and Cycle
 - o Important and Effective Communication in Business
 - o Media of Communication
 - o Barriers to Communication
 - o Marketing Communication and Target Audience
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Market For Air Transport Services

- What Business are we in?
- Who is a Consumer in Aviation?
- Market Segmentation: Air Passenger Market

AIRLINE PRODUCTS AND SERVICES



Global Airline Passenger Market

- o Five Megatrends and their Implication for Talent Management



Evaluation of Service Marketing in Aviation Industry

- Airline Service Marketing and Consumer Decision Making
 - Elite Class in Air Travel
 - Web Service
 - In-Flight Service
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Role of Promotion in Marketing



Airline Selling, Advertising and Promotional Policies

- o The Anatomy of Sale
 - o Sales Planning
 - o Communication Mix
 - o Marketing Communication Techniques
 - o Airline Advertising
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Role of Social Media in Marketing



AIRPORT PRICING AND MARKETING



Building Blocks in Airline Pricing Policy

- Pricing - A Part of the Marketing Mix
 - Deregulation
 - Dissemination of Fares Information
 - Revenue Management Systems
 - Uniform and Differential Pricing
 - Management of Discount Fares
 - Pricing Response and Pricing Initiatives
 - The Structure of Air Freight Pricing
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Revenue Management at Airports

- Revenue Segment Pricing
 - Estimating Expected Revenue
 - Rate Management
 - Revenue Management Challenges by the Industry
 - Demand Forecasting Challenge
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Distribution of Aviation Products and Services

- Distribution & Major Marketing Channels
- Vertical Marketing Systems
- Retailer-Owned Wholesaling Intermediaries



AIRPORT MARKETING



Airport-Airline Relationship Structure

- Airlines
- Concessionaires
- General Aviation
- State Aeronautics Agencies

Airport Commercial and Retail Management



Greenfields Airport



FUTURE OF AVIATION MARKETING



FUTURE OF AVIATION MARKETING

- Aviation Marketing: Challenges Ahead
 - Airport Management: Trends and Developments
 - Changing Faces of Airport
 - Privatization of Airports
 - Greenfield Airports: Overview of India's Legislative Policy
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