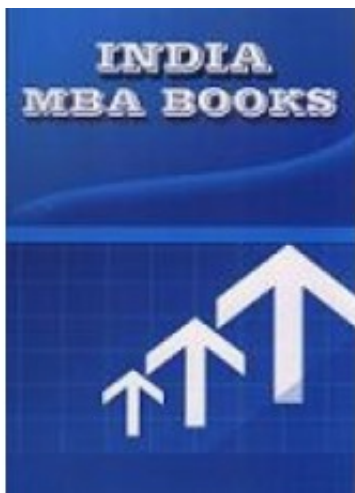


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Industry – Multi-modal Transportation.

Market for Air Transportation: Marketing and Marketing mix Application of Marketing Principles to Airline

management – Airline Business and its Customers – Market segmentation – PESTE Analysis.

UNIT II

International Travel Documentation: Passport VISAs – Airlines Ticket or Authorization – Health Documents

– Michel Porter's Five Factors and their Application to Airline – Cost leadership Focus strategies – Airline

Business and Market Strategies Common Mistake.

Product Analysis: Concept of Product and Relation to Airline Fleet and schedules Related Product Features –

Customer Service and Controlling Product Quality – Air Freight Product.

UNIT III

Travel Information Manual: Referring the TIM – Passport Requirements: Different Nations – VISA

Requirements: Different Nations – Tax, Currency, Customs, Immigration requirements.

Official Airlines Guide: Referring the OAG – Aircraft Types and Codes – World Terminals – Calculation of

Flying time, Ground Time and Elapsed Time.

UNIT IV

Airport Planning: Introduction Growth of air transport, Airport organization and associations, Classification of

airports airfield components, Air traffic Zones and approach areas.

Airport Planning Process: Context of Airport system planning, Development of Airport Planning process

Ultimate consumers, Airline decision – Other Airport operations.

UNIT V

Airlines-Revenue Management: Building Block in Airline Pricing Policy – Uniform and Differential Pricing –

The Structure of Air Freight Policy.

Distribution and Promotion: Distribution Channel Strategies – Travel Agency Distribution System – Selling

& Distribution Channel in Air Freight Market – Brand Building Strategies in Airline Industry – Relationship

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