

Course Title	Airline Sales and E-Commerce				
Course Code	AVM240				
Course Type	Compulsory				
Level	Bachelor (1st cycle)				
Year / Semester	Year 2 / Semester 2				
Instructor's name	TBA				
ECTS	6	Lectures / week	3 Hours/14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The purpose of the course is to clarify and to analyze the airline business and products; marketing strategies, sales, role of distribution and ecommerce, structure and process. It enhances the learner's managerial abilities to assume higher responsibilities in the airline marketing and sales. Learners also acquire a comprehensive understanding of marketing management and the new approaches to airline Market Mix.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Understand what makes a good airline marketing strategy. • Learn new approaches to marketing mix. • Understand the role of distribution and e-commerce in an airline's organization, structure and processes • Learn about distribution models, the Global Distribution Systems and IATA New Distribution Capability (NDC) initiative • Examine how to leverage various aspects of e-commerce in distribution strategy: marketing, communication and customer relationship management • Explore industry best practices in airline distribution strategies 				
Prerequisites	AVM230	Co-requisites	None		
Course Content	<p>The material included in this course cover the following subjects:</p> <ul style="list-style-type: none"> • Airline marketing strategy: a new Market Mix: 4Ps vs 7Ps' • Distribution management and strategies • Standards and legal implications • Airline digital properties and features • e-marketing, e-commerce strategy 				

	<ul style="list-style-type: none"> • Sales and reservations, e-sales and distribution (GDS, IATA NDC) • Ticketing and payment • Communications and Social Media 						
Teaching Methodology	Face-to-face						
Bibliography	<ul style="list-style-type: none"> • Hanke, M., <i>Airline e-Commerce: log on. Take off</i>, New York, Routledge, 2015. • Shaw, S., <i>Airline Marketing and Management</i>, 7th edition, England, Ashgate Publishing, 2011. • Doganis, R., <i>Flying off course: airline economics and marketing</i>, 4th edition, England, New York, Routledge, 2010. • Peter Belobaba, Amedeo Odoni, Cynthia Barnhart, <i>The Global Airline Industry</i>, Chichester, West Sussex, U.K., Wiley, 2009. 						
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>60%</td> </tr> <tr> <td>Assignment(s)</td> <td>40%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	60%	Assignment(s)	40%		100%
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Language	English						