**Curriculum Content for Certificate, Diploma and ND, Department of Airport Communication and Logistics**

On completion of this course you will be able to:

* Market your airport to airlines, retailers and passengers
* Use market research tools
* Prepare and develop a marketing plan
* Design customized marketing campaigns
* Apply key marketing theories and concepts to your business

**Course content**

The key topics that are covered during this course include:

* Strategic marketing and business planning
* Airline route analysis
* Marketing process and planning
* Marketing intelligence and market data
* Airline management concepts
  + Passenger traffic analysis
  + Route capacity
  + Revenue and cost projection
* Airline product specifications
* Air services development
* Joint marketing promotions
* Retail marketing
* Airport land development objectives
* Property marketing
* Achieving differentiation
* Marketing roles and responsibilities
* Outsource and contract management approaches

This course is recommended for:

* Civil Aviation Authority representatives
* Route Development Managers
* Marketing agencies, customer-research firms
* Business development professionals at airport operators
* Airport and aviation industry managers related to marketing and commercial functions