



# Certificate in AIRLINE MARKETING MANAGEMENT

by Salah Uddin

From 26<sup>th</sup> January 2019  
10 Saturdays

Marriot Hotel, Karachi  
9.30 am to 1.00 pm

## COURSE DESCRIPTION

With ready availability of routes, more efficient aircraft and simplified sales distribution systems, the success of an airline depends centrally on the ability of managers to understand and correctly respond to market opportunities. Airline marketing management requires qualities and skills in dealing with paradoxical demands of situations which are always unique in nature. Formulation of an Airline Marketing Plan is dependent upon an ever changing commercial aviation environment influenced by social, economic, political and technological forces; an analytical specialized marketing thinking is needed to formulate an appropriate response to such forces. This course provides current and future managers with frameworks and approaches that can enrich their aviation marketing thinking and reinforce their abilities to take new marketing initiatives, and to encourage them to successfully pursue careers in Airline Marketing. According to aviation experts at a recent Arab Aviation Summit, the commercial aviation sector is expected to contribute nearly Dh200 billion to UAE's economy by 2020, providing up to 750,000 jobs. As per Airbus Global Market Forecast, aviation traffic in Pakistan is anticipated to double over the next two decades. This course is, therefore aimed at providing requisite skills to the younger generation of Pakistanis in order to help them find a suitable place in the growing field of commercial aviation.

## LEARNING OUTCOMES

1. Cultivate a specialist airline marketing mindset and a grasp of role played by all segments of the air transportation industry, in Pakistan and worldwide, and the steps involved in Airline Marketing process.
2. Develop Intellectual Skills with the ability of systematic and rigorous development and analysis of Airline marketing process, leading to creative thinking and evaluation options.
3. 'Practical Skills' to understand the role of marketing within an airline and identifying the major elements that must be considered in formulating an airline marketing game plan.
4. Create awareness on how to attain competitive positioning of airline business and understanding the pros and cons of contemporary airline marketing strategies along with making strategic choices

## FACILITATOR'S PROFILE



Salah Uddin is currently the Executive Director at the Management Association of Pakistan (MAP), a Director & Council Member at the Board of Asian Association of Management Organizations, Member Marketing Association of Pakistan and Member Pakistan Institute of Corporate Governance (PICG), with 40 years of track record of success in building and developing management and marketing operations.

He has held various Senior Executive Management positions viz. Director Marketing & Sales, Director Flight Services with the national airline, PIA, till 2009. As the Director Marketing, he had been responsible for generating the airline's system revenue of US\$ 1.4 Billion, Managed 58 International & Domestic stations on PIA's global network at that time. He introduced many new international and domestic stations like Chicago, Houston, Glasgow, Barcelona, Leeds and Sialkot, with a view to exploiting new Marketing opportunities. His expertise included airline Revenue Management, E-Marketing, Product Management, Marketing Planning, Network Scheduling, Agency and Industry Affairs, Hajj and Umra operations, and Charters. He has headed the Board of Airline Representatives in Pakistan. Earlier, as a General Manager for North America, he increased total North American revenue from US\$ 64 million in 2001 to US\$ 116 million in 2006. As the Director Flight Services, he supervised Operational areas of Airport Services, Flight Services, Technical Ground Support, and Passenger Handling Services, coordinating with all International and Domestic network.

Salah Uddin is a Certified Director from PICG, Post Graduate in Economics and has done management courses from INSEAD Fontainbleu, France, Royal Aeronautical Society Oxford, UK, McGill University, Montreal, Canada. Other Signature Workshops: Becoming a Result Oriented Leader© and Know Your Strategy ©

## TOPICS COVERED

- Historical perspective of commercial aviation, regulation and deregulation
- Airline marketing process and strategies, application of "Five Forces", Ansoff matrix
- Fundamentals of airline economics
- Differentiation in the airline industry
- Airline Pricing, Demand and output determination
- Airline Distribution System and Revenue Management
- Role of online marketing in airline business
- Advertising and Branding in airline marketing, 6X model

## WHO SHOULD ATTEND

1. All those involved in airline / travel agency / civil aviation / air transport business
2. All those aspiring to explore airline business related opportunities in the regional markets

## INVESTMENT DETAILS

	Early Bird Discount 11 <sup>th</sup> January 2019	Regular Fee
Non-Member	131,000/-*	135,000/-*
Institutional MAP Member	96,000/-	100,000/-
Individual MAP Member	78,500/-	80,000/-

Investment fee includes course pack, stationery, Hi-Tea, certificates and networking and Entrance test fees  
- Group of 5 & above nominations registration fees is negotiable  
- \*Students will get 50% discount