



## STAGE 1 PROJECT

AUGUST 2006

# Marketing in the Aviation Industry

### Introduction

Since the Wright brothers took to the air 100 years ago, the airline industry has developed into what we know today. The industry has always been notoriously cyclical with airline profits subject to the rise and fall of world economies. Airline expansion brings with it increased competition. There are very few if any markets left that do not have some form of direct or indirect competition. Direct competition is two airlines operating on the same route while indirect competition can be viewed as offering passengers an alternative routing to their final destination over a hub airport. While low fares strategies are extremely important to carriers operating in the low cost sector, such fares only form one part of the overall business strategy. (Evendan, 2002)

### The Project

- Select an airline with which you are familiar. Outline any assumptions you have made regarding your selection.
- Provide a summary of the background to the company. The objective of this summary is to give the examiner a clear understanding of the chosen company. **(15%)**
- Paying particular attention to the marketing activities of the company you have chosen, describe in detail the key present or planned marketing strategies. **(35%)**
- Based firmly on your secondary research, make recommendations to other companies within the same business arena. **(35%)**
- Your project must be presented in a professional manner, therefore 15% of total marks are awarded for:
  - appropriate use of citations & bibliography **(6%)**
  - effective presentation/structure **(6%)**
  - accurate syntax, grammar and spelling **(3%)**

### Additional Briefing Notes

- A word count **MUST** be included as part of your Contents Page.
- Candidates are **NOT** to submit their projects in individual page plastic covers.

JUNE 2006

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 3,000 words. On the other hand you should not exceed 5,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 1**. You will not have passed **Stage 1** until you have passed the project.
7. The project is due by **SEPTEMBER 1, 2006**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. *Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.*
8. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
9. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**



**STATEMENT**  
**STAGE 1 PROJECT**  
**AUGUST 2006**

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_