

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Airline Marketing & Commercial Strategy

Leadership Level



LAPT — London Academy of Professional Training

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Reference AV-ACS-L • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	AV-ACS-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Commercial Strategy Design

5 chapters · 30 classes 85 marks

• 1 Understanding the Foundations of Airline Commercial Strategy — 6 classes

› 1.1 Explore the Core Concepts of Airline Commercial Strategy

› 1.2 Analyze Market Dynamics in the Airline Industry

› 1.3 Identify Key Revenue Streams for Airlines

› 1.4 Examine Competitive Positioning Strategies

› 1.5 Assess the Impact of External Factors on Airline Strategies

› 1.6 Integrate Strategic Insights into a Commercial Plan

• 2 Market Analysis and Competitive Positioning in Aviation — 6 classes

› 2.1 Understanding Market Dynamics in Aviation

› 2.2 Identifying Key Competitors and Market Shares

› 2.3 Analyzing Consumer Trends and Preferences

› 2.4 Evaluating Competitive Advantage in the Aviation Sector

› 2.5 Developing a Differentiation Strategy

› 2.6 Applying SWOT Analysis to Aviation Markets

• 3 Revenue Management and Pricing Strategies — 6 classes

› 3.1 Understanding Revenue Management Principles

› 3.2 Analyzing Demand and Capacity Forecasting

› 3.3 Exploring Pricing Strategies and Tactics

› 3.4 Applying Yield Management Techniques

› 3.5 Leveraging Data for Dynamic Pricing Decisions

› 3.6 Integrating Revenue Management into Commercial Strategy

• 4 Network and Fleet Planning in Commercial Strategy — 6 classes

› 4.1 Understanding Network Planning Dynamics

› 4.2 Analyzing Fleet Composition and Utilization

› 4.3 Integrating Market Demand into Network Strategy

› 4.4 Evaluating Competitor Strategies in Network Design

› 4.5 Optimizing Fleet for Market Variability

› 4.6 Implementing Data-Driven Decisions in Fleet Planning

• 5 Strategic Alliances and Partnerships in the Airline Industry — 6 classes

› 5.1 Understanding Strategic Alliances in the Airline Industry

› 5.2 Identifying Key Partners for Effective Alliances

› 5.3 Analyzing the Benefits and Risks of Alliances

› 5.4 Designing Successful Partnership Agreements

› 5.5 Evaluating the Impact of Alliances on Market Share

› 5.6 Applying Alliance Strategies to Real-World Scenarios

• 1 Understanding Core Leadership Principles in Aviation — 6 classes

- › 1.1 Exploring Leadership Theories in Aviation Contexts
- › 1.2 Identifying Key Traits of Successful Airline Leaders
- › 1.3 Analyzing Leadership Styles and Their Impact on Airline Teams
- › 1.4 Developing Emotional Intelligence for Aviation Leadership
- › 1.5 Enhancing Team Dynamics and Communication in Airline Operations
- › 1.6 Applying Core Leadership Principles to Real-World Aviation Scenarios

• 2 Effective Team Dynamics in Airline Operations — 6 classes

- › 2.1 Understanding Team Dynamics in Airline Operations
- › 2.2 Building Trust and Collaboration in Airline Teams
- › 2.3 Identifying and Leveraging Diverse Strengths in the Team
- › 2.4 Enhancing Communication for Efficient Airline Operations
- › 2.5 Resolving Conflicts Effectively in a High-Stakes Environment
- › 2.6 Applying Effective Team Management Strategies in Airlines

• 3 Strategic Decision-Making for Airline Leadership — 6 classes

- › 3.1 Understanding the Basics of Strategic Decision-Making
- › 3.2 Analyzing Market Trends and Dynamics in the Airline Industry
- › 3.3 Developing Competitive Strategies for Airline Leadership
- › 3.4 Evaluating Risks and Opportunities in Decision-Making
- › 3.5 Implementing Strategic Decisions in Airline Operations
- › 3.6 Reviewing and Reflecting on Decision-Making Outcomes

• 4 Conflict Resolution and Negotiation Skills — 6 classes

- › 4.1 Understanding Conflict Dynamics in Aviation Leadership
- › 4.2 Identifying Sources of Team Conflicts
- › 4.3 Developing Effective Negotiation Skills in Airlines
- › 4.4 Practicing Active Listening Techniques for Conflict Resolution
- › 4.5 Implementing Conflict Resolution Strategies in Airline Teams
- › 4.6 Evaluating Negotiation Outcomes and Leadership Impact

• 5 Developing Future Leaders in the Airline Industry — 6 classes

- › 5.1 Understanding the Key Attributes of Future Leaders
- › 5.2 Identifying Emerging Leaders Within Airline Teams
- › 5.3 Cultivating Leadership Skills Through Mentorship Programs
- › 5.4 Implementing Succession Planning in Airline Operations
- › 5.5 Fostering a Culture of Innovation and Adaptability
- › 5.6 Evaluating Leadership Development Outcomes

• 1 Understanding Airline Market Dynamics — 6 classes

- › 1.1 Analyze Global Airline Market Trends
- › 1.2 Identify Key Competitive Factors in the Airline Industry
- › 1.3 Assess Consumer Behavior in Airline Choice
- › 1.4 Explore Innovative Technologies Impacting Airlines
- › 1.5 Evaluate Regional Market Variations in Aviation
- › 1.6 Develop Strategies for Market Adaptation and Growth

• 2 Evaluating Customer Segments and Behavior — 6 classes

- › 2.1 Understanding Customer Segmentation in Airlines
- › 2.2 Analyzing Consumer Behavior Patterns in the Aviation Industry
- › 2.3 Identifying Key Demographic and Psychographic Profiles
- › 2.4 Utilizing Data Analytics to Map Customer Journeys
- › 2.5 Innovating Traveler Experience Based on Segment Insights
- › 2.6 Applying Behavioral Insights to Enhance Marketing Strategies

• 3 Competitive Analysis Techniques in Airlines — 6 classes

- › 3.1 Understanding the Airline Competitive Landscape
- › 3.2 Identifying Key Competitors in the Airline Industry
- › 3.3 Analyzing Competitor Strategies and Tactics
- › 3.4 Evaluating Market Position and Performance Metrics
- › 3.5 Employing SWOT Analysis for Competitive Advantage
- › 3.6 Applying Competitive Analysis to Strategic Decision Making

• 4 Innovation in Airline Marketing Strategies — 6 classes

- › 4.1 Exploring Trends in Airline Marketing Innovations
- › 4.2 Analyzing Consumer Behavior in Aviation
- › 4.3 Leveraging Digital Marketing Strategies in Airlines
- › 4.4 Implementing Data-Driven Decision Making
- › 4.5 Differentiating Brand Identity in Competitive Markets
- › 4.6 Creating Effective Airline Marketing Campaigns

• 5 Future Trends and Strategic Opportunities in Aviation — 6 classes

- › 5.1 Exploring Emerging Technologies in Aviation
- › 5.2 Analyzing Market Shifts and Passenger Demographics
- › 5.3 Assessing the Impact of Climate Change on Aviation Strategy
- › 5.4 Integrating Artificial Intelligence for Enhanced Customer Experience
- › 5.5 Leveraging Data Analytics for Competitive Advantage
- › 5.6 Strategizing for Sustainable Growth in the Aviation Industry

• **1 Understanding Sales Channels in Aviation** — 6 classes

- › 1.1 Exploring the Basics of Sales Channels in Aviation
- › 1.2 Identifying the Key Players in Aviation Sales Channels
- › 1.3 Analyzing the Role of Technology in Aviation Sales
- › 1.4 Comparing Direct and Indirect Sales Channels
- › 1.5 Understanding Distribution Strategies in Airlines
- › 1.6 Evaluating the Impact of Global Trends on Aviation Sales

• **2 Traditional vs Digital Sales Channels** — 6 classes

- › 2.1 Understanding Traditional Sales Channels
- › 2.2 Exploring Digital Sales Channels
- › 2.3 Comparing Strengths and Weaknesses of Sales Channels
- › 2.4 Analyzing Customer Behavior Across Channels
- › 2.5 Integrating Traditional and Digital Channels
- › 2.6 Developing Strategies for Optimized Channel Management

• **3 Optimizing Distribution Strategies** — 6 classes

- › 3.1 Understanding Airline Distribution Channels
- › 3.2 Analyzing Traditional and Digital Distribution Methods
- › 3.3 Exploring the Role of Global Distribution Systems (GDS)
- › 3.4 Evaluating the Benefits of Direct vs. Indirect Sales
- › 3.5 Implementing Effective Multi-Channel Strategies
- › 3.6 Measuring Success in Distribution Optimization

• **4 Leveraging Technology for Sales Efficiency** — 6 classes

- › 4.1 Exploring Digital Sales Channels in Aviation
- › 4.2 Understanding Customer Data Utilization Techniques
- › 4.3 Integrating CRM Systems for Enhanced Sales Performance
- › 4.4 Automating Sales Processes with AI and Machine Learning
- › 4.5 Implementing Mobile Solutions to Improve Sales Engagement
- › 4.6 Analyzing Data Analytics Tools for Sales Insights

• **5 Measuring and Analyzing Sales Channel Performance** — 6 classes

- › 5.1 Understanding Key Performance Indicators in Sales Channels
- › 5.2 Collecting and Interpreting Sales Channel Data
- › 5.3 Analyzing Sales Trends and Customer Behaviors
- › 5.4 Evaluating Channel Effectiveness through Metrics
- › 5.5 Leveraging Sales Analytics for Improved Performance
- › 5.6 Implementing Strategies for Channel Optimization

• **1 Understanding the Airline Market and Consumer Behavior** — 6 classes

- › 1.1 Analyzing Global Airline Market Trends
- › 1.2 Identifying Key Consumer Segments in Aviation
- › 1.3 Exploring Factors Influencing Passenger Preferences
- › 1.4 Understanding Competitor Strategies in the Airline Industry
- › 1.5 Evaluating Technological Impacts on Consumer Behavior
- › 1.6 Applying Market Insights to Airline Marketing Strategies

• **2 Market Segmentation and Targeting in Aviation** — 6 classes

- › 2.1 Understanding Market Segmentation in the Aviation Industry
- › 2.2 Identifying Key Customer Segments for Airlines
- › 2.3 Analyzing Customer Behavior and Needs in Aviation
- › 2.4 Developing Targeting Strategies for Airline Marketing
- › 2.5 Implementing Effective Positioning Techniques in Airlines
- › 2.6 Evaluating the Success of Segmentation and Targeting Efforts in Aviation

• **3 Developing Effective Airline Marketing Strategies** — 6 classes

- › 3.1 Understanding Airline Market Dynamics
- › 3.2 Identifying Target Passenger Segments
- › 3.3 Crafting Competitive Value Propositions
- › 3.4 Leveraging Branding in Airline Marketing
- › 3.5 Utilizing Digital Channels for Customer Engagement
- › 3.6 Measuring and Optimizing Marketing Performance

• **4 Digital Marketing and Emerging Trends in Airline Sales** — 6 classes

- › 4.1 Understanding Digital Marketing Channels for Airlines
- › 4.2 Analyzing Emerging Trends in Aviation Sales
- › 4.3 Leveraging Social Media for Airline Customer Engagement
- › 4.4 Implementing Data-Driven Marketing Strategies
- › 4.5 Exploring SEO and Content Marketing for Airlines
- › 4.6 Applying Mobile Marketing Tactics in Airline Sales

• **5 Performance Metrics and Strategic Adjustments in Airline Marketing** — 6 classes

- › 5.1 Understanding Key Performance Indicators in Airline Marketing
- › 5.2 Analyzing Data for Strategic Advantage in Airlines
- › 5.3 Evaluating Market Trends and Their Impact on Airlines
- › 5.4 Identifying Strategic Adjustments for Competitive Positioning
- › 5.5 Implementing Performance Matrix for Improved Decision-Making
- › 5.6 Measuring the Success of Strategic Marketing Adjustments

• 1 Introduction to Strategic Decision Making in Airline Marketing — 6

classes

- › 1.1 Understanding Strategic Decision Making in Airlines
- › 1.2 Analyzing Market Dynamics and Their Impact
- › 1.3 Identifying Key Drivers in Airline Marketing
- › 1.4 Evaluating Strategic Options for Airlines
- › 1.5 Applying Decision-Making Frameworks
- › 1.6 Developing Strategic Marketing Plans

• 2 Analyzing Market Dynamics and Competitive Positioning — 6

classes

- › 2.1 Understanding Market Dynamics in the Airline Industry
- › 2.2 Identifying Key Drivers of Market Change
- › 2.3 Analyzing Competitive Positioning Strategies
- › 2.4 Evaluating Market Segments for Strategic Opportunities
- › 2.5 Assessing Competitive Forces and Their Impacts
- › 2.6 Applying Market Analysis to Strategic Decision Making

• 3 Customer Insights and Value Proposition Development — 6 classes

- › 3.1 Understanding Customer Needs: Identifying Core Drivers
- › 3.2 Segmenting the Market: Uncovering Customer Clusters
- › 3.3 Crafting Effective Value Propositions: Aligning with Customer Expectations
- › 3.4 Analyzing Customer Feedback: Leveraging Insights for Strategy
- › 3.5 Developing Competitive Advantage: Differentiating Through Value
- › 3.6 Applying Insights to Strategic Decisions: Case Study Analysis

• 4 Strategic Pricing and Revenue Management — 6 classes

- › 4.1 Understanding the Basics of Strategic Pricing
- › 4.2 Analyzing Market Dynamics and Customer Segmentation
- › 4.3 Exploring Revenue Management Techniques
- › 4.4 Evaluating the Impact of Price Elasticity on Demand
- › 4.5 Applying Competitive Pricing Strategies
- › 4.6 Integrating Pricing and Revenue Management into Decision-Making

• 5 Innovation and Change Management in Airline Strategy — 6 classes

- › 5.1 Understanding Innovation in Airline Strategy
- › 5.2 Identifying Opportunities for Strategic Change
- › 5.3 Analyzing the Impact of Innovation on Airline Operations
- › 5.4 Developing a Change Management Framework
- › 5.5 Implementing Strategic Changes Effectively
- › 5.6 Evaluating the Success of Innovation Initiatives