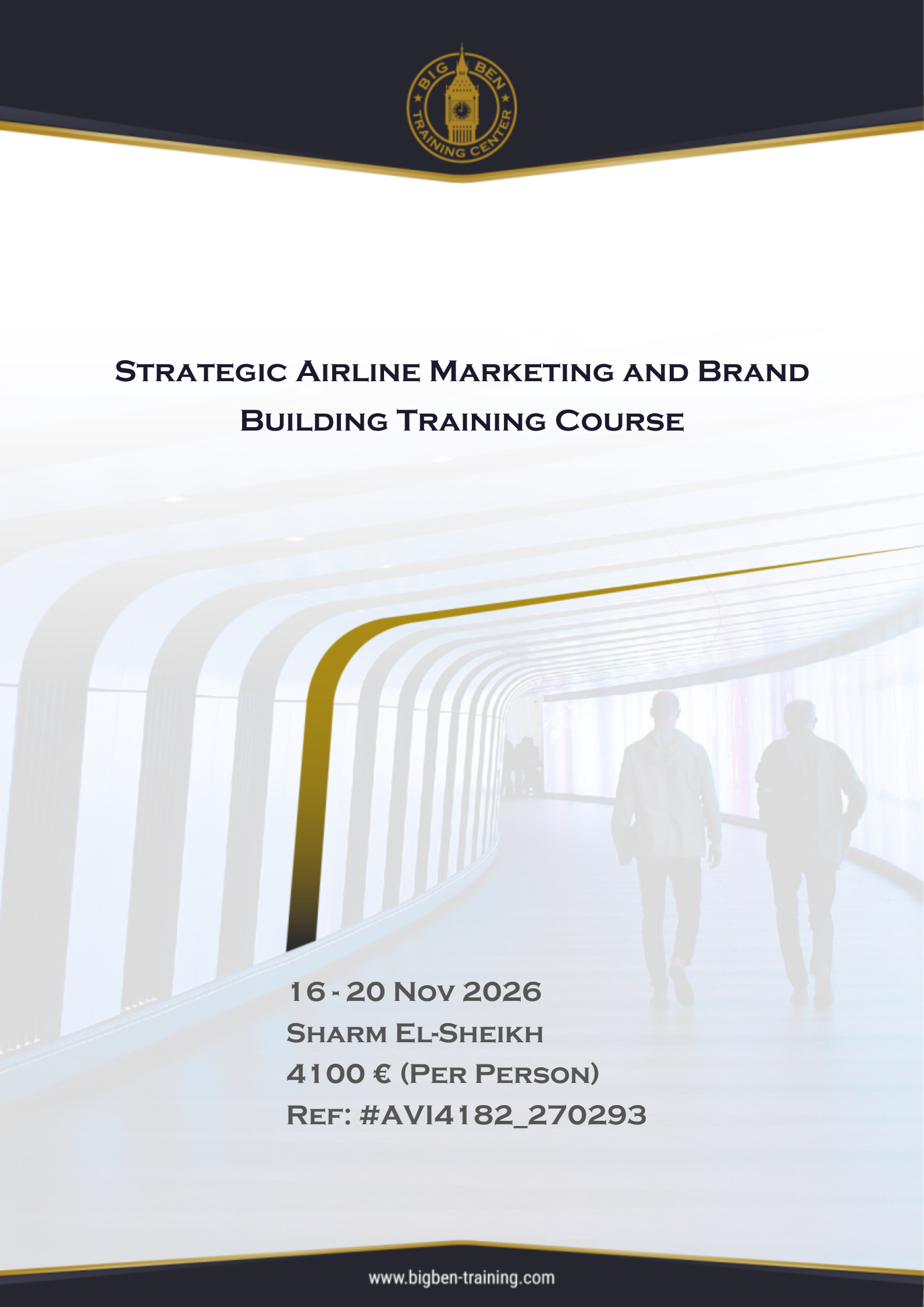
Strategic Airline Marketing and Brand Building Training Course



16 - 20 Nov 2026

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4100 € (Per Person)

Ref: #AVI4182_270293

Course Introduction / Overview:

The global airline industry is characterized by intense competition, thin profit margins, and evolving customer expectations. In this dynamic environment, a powerful brand and a sophisticated marketing strategy are no longer optional but are critical for survival and growth. This course provides a comprehensive exploration of modern airline marketing and brand management principles. Drawing on foundational marketing concepts and applying them specifically to the aviation sector, participants will gain a deep understanding of how to build and sustain a compelling airline brand. We will explore insights from leading academics like Nawal K. Taneja, whose work in books such as "Airline Business in the 21st Century" highlights the strategic imperatives for modern carriers. This program, offered by BIG BEN Training Center, moves beyond theory to provide practical, actionable strategies for everything from digital marketing and social media engagement to managing passenger experience and loyalty. Participants will learn to navigate the complexities of market analysis, customer segmentation, and effective communication to create a distinct brand identity that resonates with travelers and drives commercial success in a crowded marketplace. This course is designed to equip marketing and commercial professionals with the skills needed to elevate their airline's brand and secure a competitive edge.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand Managers and Specialists.
- Commercial and Sales Executives.
- Digital Marketing and Social Media Managers.
- Public Relations and Corporate Communications Professionals.
- Customer Experience and Loyalty Program Managers.
- Revenue Management and Pricing Analysts.
- Airline Strategy and Business Development Planners.
- Airport Marketing and Commercial Staff.
- Aviation Consultants and Analysts.

Target Sectors and Industries:

- Commercial Airlines (Full-Service, Low-Cost, and Regional Carriers).
- Cargo and Freight Airlines.
- Airport Authorities and Operators.
- Aviation Consulting Firms.
- Travel and Tourism Agencies.
- Governmental bodies, Civil Aviation Authorities, and Regulatory Agencies.
- Ground Handling and In-flight Service Providers.
- Aviation Technology and Software Companies.

Target Organizations Departments:

- Marketing Department.
- Sales and Commercial Department.
- Corporate Communications and Public Relations Department.
- Customer Experience and Service Department.
- Digital Strategy and E-commerce Department.
- Brand Management Department.
- Strategy and Business Development Department.
- Revenue Management Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive and integrated airline marketing strategy.
- Analyze the aviation market, identify target segments, and position the airline brand effectively.
- Build and manage airline brand equity, identity, and reputation.
- Implement cutting-edge digital marketing, social media, and content strategies for airlines.
- Design and manage effective customer loyalty and frequent flyer programs.
- Map and enhance the end-to-end passenger journey to improve customer experience.
- Create marketing campaigns for ancillary services to boost non-ticket revenue.
- Develop a robust crisis communication plan to protect the airline's brand during disruptions.
- Utilize data analytics to measure marketing performance and inform strategic decisions.
- Evaluate and apply emerging trends such as sustainable marketing and personalization in aviation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lectures by incorporating a dynamic blend of learning techniques. A cornerstone of our approach is the extensive use of case studies, where we will dissect the marketing strategies of leading global airlines, analyzing both their remarkable successes and notable failures to extract key lessons. Participants will engage in collaborative group workshops to develop sample marketing campaigns and brand positioning statements for fictional airlines, fostering teamwork and creative problem-solving. Interactive sessions, facilitated discussions, and brainstorming activities will encourage the sharing of diverse perspectives and experiences. Practical exercises will focus on skills such as creating a social media content calendar, mapping a customer journey, and outlining a crisis response. Throughout the course, continuous feedback will be provided by the instructor to guide learning and development. This hands-on, participant-centered approach ensures a deep and lasting understanding of strategic airline marketing and brand building.

Course Agenda (Course Units):

Unit One: Foundations of Modern Airline Marketing

- The Unique Landscape of the Global Aviation Industry.
- The 7Ps of the Airline Marketing Mix.
- Airline Business Models (LCC, FSC, Hybrid) and Their Marketing Implications.
- Passenger Segmentation, Targeting, and Positioning Strategies.
- Conducting Competitor Analysis and Market Research in Aviation.
- Understanding Passenger Behavior and Decision-Making Processes.
- The Role of Marketing in Driving Airline Profitability.

Unit Two: Strategic Airline Brand Management

- Defining and Building a Strong Airline Brand Identity.
- Crafting a Compelling Brand Vision, Mission, and Value Proposition.
- Managing Brand Architecture and Sub-brands.
- Measuring and Growing Airline Brand Equity.
- Brand Positioning and Differentiation in a Crowded Market.
- The Role of Employee Branding and Internal Culture.
- Brand Storytelling and Creating an Emotional Connection with Passengers.

Unit Three: Digital Marketing and Communications for Airlines

- Developing an Integrated Digital Marketing Strategy.
- Social Media Marketing for Passenger Engagement and Service.
- Content Marketing, Video, and Influencer Collaborations.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for Airlines.
- Email Marketing and Customer Relationship Management (CRM) Systems.
- Managing Online Reputation and Passenger Reviews.
- Mobile Marketing and the Role of the Airline App.

Unit Four: Enhancing the Passenger Experience and Loyalty

- Mapping the End-to-End Passenger Journey.
- Marketing's Role in On-Ground and In-Flight Service Excellence.
- Designing and Marketing Effective Frequent Flyer Programs.
- Strategies for Building Long-Term Customer Loyalty and Advocacy.
- Marketing Ancillary Products and Services to Increase Revenue.
- Personalization and Customization in the Airline Experience.
- Using Customer Feedback to Drive Marketing Improvements.

Unit Five: Advanced Topics and Future Trends in Airline Marketing

- Public Relations and Media Management for Airlines.
- Developing a Proactive Crisis Communication Plan.
- The Rise of Sustainable Aviation and Green Marketing.
- Leveraging Data Analytics and AI for Marketing Insights.
- The Future of Airline Distribution and New Sales Channels.
- Navigating Global Alliances and Codeshare Marketing.
- Final Project: Developing a Strategic Marketing Plan for a Case Study Airline.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an industry where price is often the primary decision factor, how can a legacy airline effectively use brand storytelling to compete with low-cost carriers without devaluing its premium service model?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a deeply specialized and holistic view of airline marketing, moving far beyond generic marketing principles. While other programs may offer a broad overview, this training course is meticulously tailored to the unique challenges and opportunities of the aviation sector. Its core strength lies in the seamless integration of strategic brand management with tactical digital marketing and passenger experience enhancement. We place a significant emphasis on real-world application, utilizing an extensive library of current and relevant airline case studies to illustrate every concept. Participants will not just learn the theory of brand equity; they will analyze how specific airlines built or eroded it. Another key differentiator is our forward-looking curriculum, which includes dedicated modules on emerging critical topics such as sustainable marketing, the application of data analytics and AI in passenger segmentation, and proactive crisis communication. The course fosters a strategic mindset, equipping participants not just with tools, but with the analytical framework to build resilient, profitable, and beloved airline brands in a perpetually evolving global market.