



Ministry of Civil Aviation

Egyptian Aviation Academy

## International Aviation marketing

### Course Objective

- ✓To enhance participants "knowledge of airports International marketing"
- ✓To develop and achieve the participants "The AIM Segmentation Strategy"
- ✓To achieve "THE INTEGRATED GAPS MODEL OF SERVICE QUALITY through marketing mix "(workshops & case study)
- ✓Learn How to change the development strategies in the marketing to help maximize revenue through activities
- ✓Understand the fundamentals of managing market by identifying the levels of change
- ✓Identify the obstacles to change including resistance and negative reactions to implement advance .marketing pyramid
- ✓Align marketing, management, and customer service activities to strategic goals,
- ✓Ease the tension caused by a change, as well as identify the causes of complacency and understand the effect of crisis during change

### Course main topic:(+Work shops)

➤Basics of airports International Marketing /case study from international airports

➤Airport Marketing advance management

➤Marketing new strategies

➤Marketing Structure and Function/case study of airport footprint

➤Customer segmentation through international theories

➤Change management traditional and advance theories

➤Market Knowledge management

➤Time management

➤Business strategies for sustainable development at market place



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- **Comprehensive business excellence model**
- **Business value through new strategies**
- **Change process strategy**
- **Barriers for change management**
- **Adapting to change for marketing positioning**
- **Organizational development after change management**

**Course duration:**

**15 Days/ 60 Hours**

**Who should attend**

**Marketing, commercial top manager**