

<b>TSC Category</b>	Commercial Management					
<b>TSC</b>	Airline Marketing					
<b>TSC Description</b>	Plan, develop and implement marketing concepts and campaigns for airlines to drive sales and build brand equity					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>ATP-CMG-1002-1.1</b>	<b>ATP-CMG-2002-1.1</b>	<b>ATP-CMG-3002-1.1</b>	<b>ATP-CMG-4002-1.1</b>	<b>ATP-CMG-5002-1.1</b>	
	Execute activities to record trends in travellers' behaviours and marketing programmes	Identify behavioural trends of travellers and assess the effectiveness of the organisation's marketing programmes	Evaluate research findings and returns from existing marketing programmes to suggest new ideas for marketing activities and promotional campaigns	Manage the development of marketing materials and review effectiveness of marketing campaigns against intended outcomes	Strategise marketing campaigns in line with the commercial objectives and brand identity of airlines	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Concepts of marketing</li> <li>• Marketing and sales strategies of airlines</li> <li>• Behavioural trends of travellers</li> <li>• Marketing research techniques</li> <li>• Data analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Concepts and principles of marketing</li> <li>• Marketing and sales strategies of airlines</li> <li>• Loyalty schemes in the aviation industry</li> <li>• Behavioural trends of travellers</li> <li>• Marketing research techniques</li> <li>• Tools that will improve outreach efforts</li> </ul>	<ul style="list-style-type: none"> <li>• Concepts and principles of marketing</li> <li>• Airline economics</li> <li>• Commercial strategies and objectives of airlines</li> <li>• Marketing and sales strategies of airlines</li> <li>• Loyalty schemes in the aviation industry</li> <li>• Behavioural trends of travellers</li> <li>• Marketing research techniques</li> <li>• Tools that will improve outreach efforts</li> </ul>	<ul style="list-style-type: none"> <li>• Concepts and principles of marketing</li> <li>• Airline economics</li> <li>• Commercial strategies and objectives of airlines</li> <li>• Marketing and sales strategies of airlines</li> <li>• Concepts and theories in marketing management and integrated marketing communications</li> <li>• Stakeholder management</li> <li>• Regulatory frameworks in the aviation industry</li> </ul>	<ul style="list-style-type: none"> <li>• Concepts and principles of marketing</li> <li>• Airline economics</li> <li>• Commercial strategies and objectives of airlines</li> <li>• Marketing and sales strategies of airlines</li> <li>• Concepts and theories in marketing management and integrated marketing communications</li> <li>• Stakeholder management</li> <li>• Regulatory frameworks in the aviation industry</li> <li>• Contract negotiation</li> <li>• Budget management</li> <li>• New technologies in marketing management</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>• Identify factors which impact travellers' motivation and preferences</li> <li>• Outline new trends in airline marketing programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor data to identify key issues, trends and opportunities</li> <li>• Create content for marketing collaterals</li> <li>• Assess feasibility of incorporating new trends</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate market research reports, competitor analysis and customer data to identify new marketing opportunities</li> <li>• Coordinate product development and airline</li> </ul>	<ul style="list-style-type: none"> <li>• Implement marketing strategies according to established marketing plans and timelines</li> <li>• Evaluate effectiveness of marketing campaigns against intended outcomes and</li> </ul>	<ul style="list-style-type: none"> <li>• Explore opportunities to enhance the effectiveness of marketing activities through the use of technologies</li> </ul>	

**SKILLS FRAMEWORK FOR AIR TRANSPORT  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

	<ul style="list-style-type: none"> <li>• Collect and interpret information regarding competitors' marketing programmes</li> <li>• Gather preliminary insights from secondary research to incorporate into reports</li> <li>• Support content creation for marketing collaterals</li> </ul>	<p>for marketing activities of the organisation</p> <ul style="list-style-type: none"> <li>• Support the execution of market segmentation activities which meet the needs of target markets</li> </ul>	<p>partnership activities with relevant stakeholders and/or departments</p> <ul style="list-style-type: none"> <li>• Maintain records and archives of brand and marketing campaigns</li> <li>• Evaluate returns of marketing initiatives to determine their suitability for future marketing initiatives</li> </ul>	<p>recommend strategies to enhance effectiveness of campaigns</p> <ul style="list-style-type: none"> <li>• Review marketing campaigns to ensure compliance to aviation regulatory frameworks</li> </ul>	<ul style="list-style-type: none"> <li>• Develop marketing strategies to build brand identity of airlines</li> <li>• Develop annual marketing plans in collaboration with senior stakeholders</li> <li>• Negotiate with external partners and affiliations to expand airlines' customer reach and enhance their brand values</li> <li>• Preside over marketing budgets to ascertain all marketing activities meet allocated budgets</li> </ul>	
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