

## MODULE TOU3080: AIR TRANSPORTATION

**Level:** Advanced

**Theme:** Travel

**Prerequisite:** None

**Module Description:** Students research and report on the organization and operation of a major airline. Students also present a marketing plan for an airline.

**Module Parameters:** No specialized equipment or facilities.

**Note:** It is recommended that the student have access to instruction from an individual with formal, specialized training and/or experience in one or more tourism sectors.

### Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>describe the organization of the air transportation industry in Canada</li> <li>develop a marketing plan for an airline to attract and maintain business</li> <li>analyze and report on the operation of different departments in a major airline</li> <li>identify and describe trends and issues in the air transportation industry</li> <li>identify employment and business opportunities in the air transportation industry</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a written, oral and/or visual <b>presentation</b> demonstrating knowledge of airline operations including organization of Canadian airline industry, types of air service, fare structures, airport organization, and safety and security.</li> </ul> <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3080-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> <li>a <b>portfolio</b> consisting of: <ul style="list-style-type: none"> <li>an analysis of the marketing strategies used to promote a specific airline</li> <li>the marketing plan for an airline including: <ul style="list-style-type: none"> <li>marketing research methods</li> <li>target group description</li> <li>objective</li> <li>description of marketing activities</li> <li>sample advertising and promotion items</li> <li>evaluation techniques</li> </ul> </li> <li>a research report on one or more department(s) in a major airline including: <ul style="list-style-type: none"> <li>its function in the organization</li> <li>organizational structure</li> <li>trends and issues that have an impact on the department's work</li> </ul> </li> </ul> </li> </ul>	<p>20</p> <p>60</p>

**MODULE TOU3080: AIR TRANSPORTATION** (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3080–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> <li>a <b>career/business opportunity report</b> in which the student researches and discusses, from a personal perspective, various employment and business opportunities in the air transportation industry.</li> </ul> <p><i>Assessment Tool</i> <i>Research Process: Career/Business Opportunities, TOU3080–3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> <li><b>observations</b> of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>20</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Canada's Air Transportation Industry</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>describe the history and development of the air transportation industry in Canada</li> <li>explain the effects of deregulation for the traveller and air transportation industry</li> <li>name the regulatory agencies and discuss their role in the industry</li> <li>describe the types of air service:               <ul style="list-style-type: none"> <li>– general aviation</li> <li>– carrier aviation</li> <li>– scheduled airlines</li> <li>– non-scheduled airlines</li> </ul> </li> <li>explain the factors used to determine the different air fares.</li> </ul>	

**MODULE TOU3080: AIR TRANSPORTATION** (continued)

Concept	Specific Learner Expectations	Notes
Air Transportation Operations	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• explain the difference between air carrier and general aviation airports</li> <li>• name and describe the functions of each major area in an airport</li> <li>• research and report on the range of services provided to travellers in a major airport</li> <li>• explain issues of safety and security in airports and airlines</li> <li>• identify and explain trends and issues in the airline industry.</li> </ul>	
Marketing Strategies	<ul style="list-style-type: none"> <li>• define the term <i>passenger load factor</i>, and discuss how this calculation is used by the airline marketing department</li> <li>• describe strategies used by airlines to reduce operating expenses</li> <li>• compare the special services offered to frequent flyers by airlines</li> <li>• research and describe marketing strategies used to attract pleasure and business travellers</li> <li>• create a marketing plan for an airline including:               <ul style="list-style-type: none"> <li>– market research methods</li> <li>– target group description</li> <li>– objective</li> <li>– description of marketing activities</li> <li>– sample advertising and promotion items</li> <li>– evaluation techniques.</li> </ul> </li> </ul>	

**MODULE TOU3080: AIR TRANSPORTATION** (continued)

Concept	Specific Learner Expectations	Notes
Employment and Business Opportunities	<p><i>The student should:</i></p> <ul style="list-style-type: none"><li>• name and briefly describe the responsibilities of the major departments in a large airline</li><li>• name and describe the work responsibilities of flight and ground crew</li><li>• research the infrastructure and related business of the air transportation industry</li><li>• research and explain employment and business opportunities in the airline industry or infrastructure.</li></ul>	