



BROWARD COMMUNITY COLLEGE COURSE OUTLINE

LAST REVIEW: 2008-2009
2007-2008

NEXT REVIEW: 2013-2014
2012-2013

STATUS: A
(A)

COURSE TITLE: General Aviation Marketing and Management

COMMON COURSE NUMBER: AVM 2301

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN
(per 16 week term)

CLOCK HOURS:

Lecture: 48 Lab:

Clinic: Other:

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION :

This course is designed to provide an overview of the general aviation industry including its history and important role within the air transportation sector of the economy. The varied uses of general aviation aircraft and the management and marketing role of the fixed Base Operator are thoroughly explored. Included are the basic marketing concepts and procedures involved in the sale of general aviation aircraft and components to private industry and government. Particular emphasis will be placed on corporate/business aircraft and commuter airlines.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. General Aviation: A Historical Perspective
2. The Scope of General Aviation
3. General Aviation Forecasts
4. The Fixed Base Operator: Backbone of General Aviation
5. The Role of Marketing
6. Marketing Research and Prospecting
7. Transportation Needs Assessment
8. Value Analysis: Costs versus Benefits
9. Methods of Acquiring a Business Aircraft
10. Promotion and Sales
11. Sales Management



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EVALUATION:

Students will be assessed regarding course outcomes through oral and/or written quizzes and testing, class participation and presentations reflecting the learning objectives and course outcomes of the course.

UNITS

Unit 1: General Aviation: A Historical Perspective I

General Outcome:

- 1.0 The student shall:** Be able to appreciate the historical development of the general aviation industry and identify significant aircraft and personalities that have shaped the industry

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1** Discuss some of the major developments in aviation that took place up to the outbreak of World War I.
- 1.2** Describe the role of the barnstormers in the development of general aviation.
- 1.3** Explain how Wichita became the home for many general aviation aircraft manufacturers.
- 1.4** Describe how Beech and Cessna got started and some of their early successes in aircraft development.
- 1.5** Describe how the Piper Aircraft Corporation was founded.
- 1.6** Highlight the general feeling of the light aircraft manufacturers regarding market potential in the immediate postwar period.
- 1.7** Discuss the change in market orientation which took place in the 1950's.
- 1.8** Explain why it can be said that general aviation reached maturity in the 1960's.



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Unit 2: The Scope of General Aviation

General Outcome:

2.0 The student shall: Be able to understand all of the segments that make up the general aviation industry and describe the primary use of aircraft by each segment.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1** Define "general aviation".
- 2.2** Distinguish between executive/corporate transportation and business transportation.
- 2.3** Distinguish between commuter air carrier and air taxi operator.
- 2.4** Identify the FAA primary use categories.
- 2.5** Give several examples of general aviation airports in the United States.
- 2.6** Describe the size and scope of general aviation in the United States.
- 2.7** Discuss some of the economic factors causing businesses to use their own transportation.
- 2.8** Identify and briefly describe the primary purpose of five general aviation associations.



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Unit 3: General Aviation Forecasts

General Outcome:

- 3.0 **The student shall:** Be able to identify and describe the most frequently used forecasting techniques used by business and government.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Describe three basic methods of forecasting.
- 3.2 Discuss some of the reasons for the decline in general aviation sales during the past seven years.
- 3.3 Describe some of the economic forces affecting the market for each of the following aircraft: single-engine piston, multiengine piston, turboprop, and turbojet.
- 3.4 Highlight the FAA 10-year forecast of the fleet composition, hours flown, and pilot population.



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Unit 4: The Fixed Base Operator: Backbone of General Aviation

General Outcome:

4.0 The student shall: Be able to describe the multi-faced role of the FBO in the general aviation industry.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1** Describe the principal services provided by an FBO.
- 4.2** Explain the importance of non-income services.
- 4.3** Describe the size and scope of the FBO industry, including the various categories.
- 4.4** Identify and highlight the factors which go into the analysis of the market and selecting a location for an FBO.
- 4.5** List the basic facilities and equipment needed in establishing an FBO.
- 4.6** Summarize the basic qualifications for establishing a dealership.
- 4.7** Distinguish between dealership support from manufacturers or distributors in management, marketing and sales, service and training.
- 4.8** Describe some of the important practices and procedures designed to improve service to customers in the following areas: ramp, ground personnel, aircraft, and flight personnel.



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Unit 5: The Role of Marketing

General Outcome:

5.0 The student shall: able to understand the role of marketing in the distribution of general aviation products and services.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 5.1** Define marketing.
- 5.2** Identify and highlight the steps in the process of segmenting the marketing.
- 5.3** Distinguish between market segmentation and target marketing.
- 5.4** Explain the importance of determining objectives in the quantifiable terms.
- 5.5** Describe each of the four P's in the marketing mix.
- 5.6** Discuss the factors involved in implementing and controlling marketing plans.
- 5.7** Describe the uncontrollable variables which can affect firm marketing efforts.



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Unit 6: Marketing Research and Prospecting

General Outcome:

- 6.0 The student shall:** Be able to recognize the importance of research and prospecting as a first step in the marketing process.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 6.1** Define marketing research and explain its purpose within an organization.
- 6.2** Give examples of different types of marketing research studies falling under: market measurement, marketing mix, competitive situations, and the uncontrollable variables.
- 6.3** Describe the steps involved in the marketing research process.
- 6.4** Distinguish between primary and secondary data.
- 6.5** Identify sources of secondary data.
- 6.6** Describe research approaches, types of research instruments, sampling procedure, and methods of collecting data in a plan for collecting primary data.
- 6.7** Define prospecting.
- 6.8** Describe what is meant by qualifying the prospect.
- 6.9** List five aircraft prospecting sources and describe the type of information given.
- 6.10** Highlight some of the basic personal and business information needed by an aircraft salesperson.
- 6.11** Discuss the need for qualifying information .



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Unit 7: Transportation Needs Assessment

General Outcome:

7.0 The student shall: Be able to identify all of the elements involved in assessing a businesses need for an aircraft.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 7.1** Describe the four major areas of Investigation in a corporate aircraft travel analysis.
- 7.2** Distinguish between geographic, volume, and time dispersion.
- 7.3** Identify the three levels of airline service and how each relates to business aircraft use.
- 7.4** Describe five types of business aircraft use.
- 7.5** Highlight the five principal factors to be considered in the equipment selection process.
- 7.6** Summarize the major considerations in the cost of owning an aircraft.
- 7.7** List the principal expenses under fixed and variable costs of use.
- 7.8** Explain the significance of cash flow analysis.
- 7.9** Determine principal and interest payments using a loan amortization schedule.
- 7.10** Describe the use of present value in aircraft purchase decisions.
- 7.11** Explain break-even analysis as a sales tool for business aircraft.



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Unit 8: Value Analysis: Costs Versus Benefits

General Outcome:

8.0 The student shall: Be able to describe the process of evaluating the use of business aircraft against other modes of transportation

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 8.1** Describe the purpose of the value analysis stage in the evaluation of business aircraft.
- 8.2** Distinguish between tangible and intangible benefits.
- 8.3** Compare the use of a business aircraft flown by a hypothetical company over a route with direct and non-direct airline service.
- 8.4** Explain the importance of load factor when comparing the use of a business aircraft with the airlines.
- 8.5** Define value per man hour (VMH) and describe how it is determined.
- 8.6** Explain "en route productivity" factor.
- 8.7** List five intangible benefits of business aircraft use.



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Unit 9: Methods of Acquiring a Business Aircraft

General Outcome:

9.0 The student shall: Be able to describe all of the ways of acquiring business aircraft including renting, chartering, wet and dry leasing and ownership

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 9.1** Explain the primary advantages of owning a business aircraft.
- 9.2** Discuss some of the reasons why the used aircraft market has remained so strong in recent years.
- 9.3** Identify the major advantages of acquiring a new aircraft in contrast to a used aircraft.
- 9.4** Give several reasons for the company owned - FBO operated method of acquiring a business aircraft.
- 9.5** List the primary factors on which finance charges on an aircraft loan are based.
- 9.6** Describe the three methods available to owners desiring to sell their aircraft.
- 9.7** Give three specific examples of items to check during the evaluation stage.
- 9.8** Distinguish between simple interest and add-on interest.
- 9.9** Describe floor planning as a financial technique.
- 9.10** Determine the retail price of an aircraft using the markup formula.
- 9.11** Define dry and wet leasing.
- 9.12** Discuss the advantages and disadvantages of leasing.
- 9.13** Compare the full payment lease with the residual lease.
- 9.14** Explain how a firm might use charter aircraft for business purposes.
- 9.15** Distinguish between chartering and contract flight service.



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Unit 10: Promotion and Sales

General Outcome:

10.0 The student shall: Be able to understand the major promotional and sales techniques used by aircraft distributors and dealers.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 10.1** Describe the activities which are included in the mix.
- 10.2** Discuss the objectives of advertising.
- 10.3** Distinguish between the following types of advertising: Product, institutional, pioneering, competitive, comparative, and reminder.
- 10.4** Explain the importance of an advertising budget and message.
- 10.5** Summarize the advantages and disadvantages of the leading advertising media.
- 10.6** Describe several methods of measuring advertising effectiveness.
- 10.7** Give some examples and describe the purpose of sales promotion.
- 10.8** Describe several publicity techniques which may be used by an FBO.
- 10.9** Discuss each step in the personal selling process.



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Unit 11: Sales Management

General Outcome:

- 11.0 The student shall:** Be able to recognize the importance task of managing the sales effort in order to maximize productivity and revenue.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 11.1** Define sales management.
- 11.2** Distinguish between sales management and other management functions within an organization.
- 11.3** Explain the purpose of establishing sales objectives.
- 11.4** Describe the process of determining manpower requirements.
- 11.5** List some of the questions which must be answered in developing a job analysis.
- 11.6** List the elements which must be included in preparing a job description.
- 11.7** Describe three potential sources in recruiting sales personnel.
- 11.8** Discuss ten characteristics which must be evaluated in selecting a salesperson.
- 11.9** Summarize some of the major areas to be considered in a typical on-site training program for a new aircraft salesperson.
- 11.10** Describe the three basic methods of compensating salespersons.
- 11.11** Discuss the five primary areas of salesperson's activities which require supervision.
- 11.12** Describe the two basic methods of evaluating a salesperson's performance.