

Airport Commercial Management (Basic)

COURSE OBJECTIVES

This course is designed for the Preparation for the successful Airport Commercial Management.

WHO SHOULD ATTEND

- Airport middle managers and supervisors.
- Airport retailers.
- Airport operations personnel & managers.
- Airline managers interested in better understanding of the airport commercial functions.

COURSE MAIN TOPICS

- Airport Competitive Environment:
- Airport Strategic Planning
- Airport Competitive Analysis
- Airport Marketing Mix and Strategy
- Airport Sustainable Development
- Improving Airport Non-Aeronautical Revenue
- Concession and Retail Planning and management
- Retail Marketing and Strategic Positioning
- Managing Airport Marketing Strategy

COURSE DURATION

- 2 weeks