

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Airline Sales & Distribution

Foundation Level



LAPT — London Academy of Professional Training

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Reference AV-ACS-F • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	AV-ACS-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Customer Relationship Management 4 chapters · 20 classes 90 marks	
• 1 Understanding Customer Relationship Management in Aviation — 5 classes › 1.1 Exploring the Basics of Customer Relationship Management in Aviation › 1.2 Identifying the Components of Successful Customer Relationships › 1.3 Analyzing the Role of CRM Systems in the Aviation Industry › 1.4 Examining Customer Needs and Expectations in Airline Services › 1.5 Applying CRM Strategies to Enhance Passenger Experience • 2 CRM Systems and Tools in Airline Operations — 5 classes › 2.1 Understanding the Role of CRM in Airline Operations › 2.2 Exploring Key Features of CRM Tools Used by Airlines › 2.3 Analyzing Customer Data for Enhanced Airline Services › 2.4 Integrating CRM Systems into Airline Sales Processes › 2.5 Evaluating the Impact of CRM Strategies on Customer Loyalty	• 3 Strategies for Enhancing Customer Loyalty and Retention — 5 classes › 3.1 Understanding the Basics of Customer Loyalty › 3.2 Analyzing Key Factors for Customer Retention › 3.3 Implementing Relationship Management Strategies › 3.4 Leveraging Data Analytics for Enhanced Loyalty Programs › 3.5 Evaluating the Effectiveness of Retention Initiatives • 4 Evaluating and Improving CRM Effectiveness in Airlines — 5 classes › 4.1 Understanding CRM Fundamentals in Airlines › 4.2 Identifying Key Metrics for CRM Success › 4.3 Analyzing CRM Performance Data › 4.4 Implementing Strategies for CRM Improvement › 4.5 Assessing Impact of Improved CRM Practices
2 Distribution Channels 4 chapters · 20 classes 90 marks	
• 1 Understanding Airline Distribution Channels — 5 classes › 1.1 Explore the Basics of Airline Distribution Channels › 1.2 Identify Key Intermediaries in Airline Sales › 1.3 Analyze the Role of Global Distribution Systems (GDS) › 1.4 Examine Direct vs. Indirect Distribution Methods › 1.5 Apply Strategies to Optimize Airline Sales Networks • 2 Role of Global Distribution Systems — 5 classes › 2.1 Understanding the Basics of Global Distribution Systems › 2.2 Exploring Key Features and Functions of GDS › 2.3 Analyzing the Impact of GDS on Airline Sales › 2.4 Comparing Major Global Distribution Systems Providers › 2.5 Applying GDS Knowledge in Airline Distribution Strategies	• 3 Evolving Online Distribution Strategies — 5 classes › 3.1 Understanding Online Distribution Dynamics › 3.2 Exploring Key Online Distribution Channels › 3.3 Analyzing Consumer Behavior in Digital Markets › 3.4 Implementing Effective Online Sales Strategies › 3.5 Evaluating the Impact of Emerging Technologies on Distribution • 4 Emerging Trends and Technology in Airline Distribution — 5 classes › 4.1 Understanding Emerging Trends in Airline Distribution › 4.2 Exploring the Impact of Digital Technology on Airline Sales › 4.3 Analyzing the Role of Artificial Intelligence in Airline Distribution › 4.4 Integrating Blockchain for Secure Airline Transactions › 4.5 Applying Mobile Technology to Enhance Passenger Experience

3

Global Distribution Systems

4 chapters · 20 classes

65 marks

• 1 Understanding Global Distribution Systems in Airline Sales — 5 classes

- › 1.1 Introduction to Global Distribution Systems in Aviation
- › 1.2 Exploring the Components of Global Distribution Systems
- › 1.3 Analyzing the Role of GDS in Airline Sales
- › 1.4 Evaluating the Advantages and Limitations of GDS
- › 1.5 Applying GDS Strategies to Real-World Airline Sales Scenarios

• 2 Key Features and Components of GDS — 5 classes

- › 2.1 Exploring the Basics of Global Distribution Systems
- › 2.2 Understanding GDS Core Components
- › 2.3 Navigating GDS Interfaces and Functionalities
- › 2.4 Analyzing GDS Data for Strategic Sales Insights
- › 2.5 Implementing Effective Sales Strategies with GDS

• 3 Integration of GDS with Airline Revenue Management — 5 classes

- › 3.1 Understanding Airline Revenue Management Concepts
- › 3.2 Exploring Global Distribution Systems (GDS) Basics
- › 3.3 Analyzing the Role of GDS in Revenue Management
- › 3.4 Integrating GDS with Dynamic Pricing Strategies
- › 3.5 Applying GDS Data for Optimizing Revenue

• 4 Future Trends and Innovations in GDS Technology — 5 classes

- › 4.1 Exploring Emerging Technologies in GDS
- › 4.2 Understanding the Role of Artificial Intelligence in GDS
- › 4.3 Examining Blockchain Innovations in Airline Distribution
- › 4.4 Analyzing the Impact of Mobile Solutions on GDS
- › 4.5 Predicting Future Trends in Global Distribution Systems

4

Introduction to Airline Sales

4 chapters · 20 classes

90 marks

• 1 Understanding Airline Sales Channels — 5 classes

- › 1.1 Exploring Airline Sales Channels: An Overview
- › 1.2 Analyzing the Role of Online Travel Agencies (OTAs) in Airline Sales
- › 1.3 Understanding the Impact of Direct Sales on Airline Revenue
- › 1.4 Evaluating the Advantages of Global Distribution Systems (GDS) for Airlines
- › 1.5 Comparing Traditional vs Modern Sales Channels in Aviation

• 2 Pricing Strategies and Revenue Management — 5 classes

- › 2.1 Exploring Airline Pricing Models
- › 2.2 Understanding Revenue Management Concepts
- › 2.3 Analyzing Factors Influencing Airline Pricing
- › 2.4 Implementing Demand Forecasting Techniques
- › 2.5 Applying Dynamic Pricing Strategies

• 3 Customer Relationship Management in Airlines — 5 classes

- › 3.1 Understanding the Importance of Customer Relationship Management in Airlines
- › 3.2 Identifying Key Elements of Effective CRM Strategies in the Airline Industry
- › 3.3 Exploring Tools and Technologies Used in Airline CRM Systems
- › 3.4 Analyzing Customer Data to Enhance Airline Services
- › 3.5 Implementing CRM Practices to Improve Airline Customer Loyalty

• 4 Sales Performance Metrics and Analysis — 5 classes

- › 4.1 Understanding Key Sales Performance Metrics
- › 4.2 Analyzing Sales Data for Insights
- › 4.3 Evaluating Sales Strategies Through KPIs
- › 4.4 Identifying Trends in Airline Sales Performance
- › 4.5 Applying Metrics to Improve Sales Outcomes

5

Marketing Strategies

4 chapters · 20 classes

65 marks

• 1 Understanding Airline Market Dynamics — 5 classes

- › 1.1 Exploring the Global Airline Market Landscape
- › 1.2 Analyzing Consumer Behavior in Air Travel
- › 1.3 Identifying Competitive Forces in the Airline Industry
- › 1.4 Developing Targeted Marketing Segments for Airlines
- › 1.5 Applying Market Dynamics to Create Effective Airline Strategies

• 2 Developing Effective Pricing Strategies — 5 classes

- › 3.1 Understanding Pricing Basics in the Airline Industry
- › 3.2 Analyzing Market Factors Influencing Airline Pricing
- › 3.3 Exploring Pricing Models and Structures
- › 3.4 Developing Competitive Pricing Strategies
- › 3.5 Evaluating and Refining Pricing Tactics

• 3 Utilizing Distribution Channels — 5 classes

- › 3.1 Understanding Airline Distribution Channels
- › 3.2 Analyzing Traditional vs. Modern Distribution Methods
- › 3.3 Exploring the Role of Global Distribution Systems
- › 3.4 Leveraging Online Travel Agencies for Sales Growth
- › 3.5 Integrating Direct Sales for Competitive Advantage

• 4 Leveraging Digital Marketing in Airlines — 5 classes

- › 4.1 Exploring Digital Marketing Channels in Airlines
- › 4.2 Understanding Customer Behavior through Analytics
- › 4.3 Developing Engaging Content for Airline Marketing
- › 4.4 Implementing SEO and SEM Strategies for Airlines
- › 4.5 Evaluating the Impact of Social Media Campaigns

• 1 Understanding International Aviation Regulations — 5 classes

- › 1.1 Exploring the Basics of International Aviation Law
- › 1.2 Understanding the Role of the International Civil Aviation Organization (ICAO)
- › 1.3 Analyzing Bilateral Air Service Agreements
- › 1.4 Examining Airline Certifications and Approvals
- › 1.5 Applying International Regulations to Airline Operations

• 2 Airline Compliance and Regulatory Frameworks — 5 classes

- › 2.1 Understanding Airline Regulatory Bodies and Their Functions
- › 2.2 Exploring Key International Aviation Regulations
- › 2.3 Navigating the Compliance Requirements for Airlines
- › 2.4 Analyzing the Impact of Aviation Laws on Airline Operations
- › 2.5 Applying Compliance Strategies in Airline Sales and Distribution

• 3 Regulatory Impact on Airline Sales Strategies — 5 classes

- › 3.1 Understanding Regulatory Frameworks
- › 3.2 Analyzing Impact of Regulations on Airline Sales
- › 3.3 Identifying Key Regulatory Bodies in Aviation
- › 3.4 Integrating Compliance into Sales Strategies
- › 3.5 Adapting Sales Techniques to Regulatory Changes

• 4 Navigating Complex Regulatory Challenges — 5 classes

- › 4.1 Understanding Regulatory Bodies and Their Roles
- › 4.2 Analyzing Key Airline Industry Regulations
- › 4.3 Identifying Compliance Requirements in Aviation
- › 4.4 Exploring the Impact of Regulatory Changes on Sales
- › 4.5 Applying Strategies to Navigate Regulatory Challenges