



THE OHIO STATE UNIVERSITY
COLLEGE OF ENGINEERING

Aviation Management and Marketing

AVIATN 3000

Credit Hours:

3.00 - 3.00

Course Levels:

Undergraduate (1000-5000 level)

Course Components:

Lecture

Course Description:

Consideration of management and marketing concepts and models. Analysis of management and marketing strategies and practices in the aviation industry.

Prerequisites and Co-requisites:

Prereq: 2000 and 2100. Concur: 2200, or a second-level writing course.

Course Goals / Objectives:

- Demonstrate understanding of management and organizational models.
 - Demonstrate understanding of marketing concepts and applications.
 - Understand major components and elements of commercial, business, and cargo aviation
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Course Topics:

- Management and organizational models and practices
 - Marketing strategies and applications
 - Commercial aviation management and marketing
 - Business aviation management and marketing
 - Cargo management and marketing
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Designation:

Required