

About

Since 1977, IATA has developed cargo agent training with the help of experts from member airlines and associations. This course leverages our expertise to provide advanced knowledge on how to make markets respond and ensure company profitability, as well as how to differentiate with service innovations. This course is the ideal way to refresh the knowledge, learn new skills for career development, and add value to future cargo marketing initiatives.

Objective

Upon completing this course, you will have the skills to:

- Demonstrate profound knowledge of cargo trade and trade patterns
- Deliver innovative and value-added services to clients and markets
- Determine an advertising budget and plan, selecting appropriate media channels
- Prepare and execute an effective marketing plan to achieve marketing and sales objectives
- Summarize the position and function of pricing within cargo service management, ideally matching supply and demand

Content

The key topics covered during this course include:

- Background knowledge of trade and trade patterns as they relate to cargo marketing
- Pricing and pricing strategies to influence purchase behavior, make markets respond, and ensure profitability
- Assessing business costs and examining total distribution costs
- Applying traditional and digital advertising techniques with a focus on the airfreight industry
- Designing and executing an effective marketing plan
- Assessing and defining target groups
- Developing value-adding innovative service concepts

Prerequisite

- Proficient in both spoken and written English; knowledge of other languages is a plus.

Exam & Certification

- Exam Method: Online exam with remote supervision by IATA
- Passing Grade: 60% correct answers

Participants who successfully pass the final exam will be awarded:

- An IATA and KHDA Certificates are awarded to participants successfully passing the final exam.
- A Dangerous Goods Regulations Certificate, approved by the Federal body of UAE General Civil Aviation Authority (GCAA), will be awarded.