



This is a graded discussion: 25 points possible

due Jul 23

8.2 - Discussion: Making the Most of Mobile Marketing in Aviation

Choose an airline or an aircraft manufacturer using online, social media, and/or mobile marketing. If you happen to work for one, interview one of the employees involved in online/social media/mobile marketing. Otherwise, research (i.e. by analyzing the airline or aircraft manufacturer's mobile marketing efforts via public and other available sources) to learn how the business uses these marketing activities and discuss their satisfaction with them.



Instructions

1. **In your discussion post, describe mobile marketing in general and its advantages and disadvantages. Include examples of mobile marketing success stories and connect them to your chosen airline/aircraft manufacturer;** how your chosen business could use mobile marketing and benefit more from it.

After making your initial posting on the fourth day of the module at the latest, review the [FTC's guidelines](http://www.ftc.gov/os/2013/03/130312dotcomdisclosures.pdf) (<http://www.ftc.gov/os/2013/03/130312dotcomdisclosures.pdf>) on disclosure in online, social media, and mobile advertisements and be sure to comment on at least two other postings from the following perspective:

2. **Will the FTC's requirements regarding ads and endorsers make Twitter less effective as an advertising medium for the aviation industry** (for example your chosen airline/aircraft manufacturer)?



← [Reply](#)

Replies are only visible to those who have posted at least one reply.