



Certificate in Airport Commercial Management

Overview

The ACI Certificate in Airport Economics – Commercial Management provides participants with an understanding of the foundation elements of the non-aeronautical revenue business at airports.

The course was developed in partnership with [Concession Planning International](#) (CPI), one of the world's leading airport commercial management consultancies.

The course addresses the fundamentals of the airport commercial world including many aspects of commercial operations that are unique to the airport industry and provides an excellent foundation to airport personnel who would like to better understand the non-aviation business of airports.

Who should enrol?

- Graduates and job seekers wishing to start a career in airport commercial management
- All new employees that require commercial management training as part of their induction process
- Existing employees that would like to enhance their knowledge and skills in airport commercial management
- Employees wishing to enhance their career opportunities and advance to leadership and management positions

Objectives

On completion of this course participants will be able to:

- Understand the various airport commercial operations and the important role it plays in the business.
- Describe the main components of a successful commercial strategy.
- Explain the fundamental principles that impact the delivery of a good commercial scheme.
- Provide a comprehensive overview of the key building blocks of an effective, targeted airport commercial offer.
- Put in place a framework to identify a successful, sustainable commercial program.

Course Content

The ACI Certificate in Airport Commercial Management consists of the following five modules:

1. Airport Commercial Business



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2. Commercial Strategy
3. Commercial Planning
4. The Commercial Offer
5. Maximising Commercial Performance

Assessment

Each training module includes an integrated online assessment. Candidates must successfully complete all assessment modules to receive the Certificate.