

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Changes to the marketing strategy of the airline industry in Europe due to the proliferation of lowcost airlines in Europe

Author of the Master's Thesis:

Jan Kepřta

Goals of the Master's Thesis:

The aim of this thesis is to analyze the changes to marketing strategy of airline companies in Europe due the proliferation of lowcost carriers in Europe

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	90
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

Author has selected original and up-to-date topic. Author offers interesting analyses of the airline industry and changes arising from market entry of low cost airlines. Analyses is based on the relevant literature as well as own primary research. The analyses of the literature show interesting impact of market entry of LCC on strategies of traditional airlines (FSNC). Own primary research could have been more interconnected with findings from analyzed literature to be able to prove or disapprove hypotheses of the author, especially the hypotheses No. 2. But the overall objectives of the theses very achieved, proving that the price is one of the main decision making factor for travelers. Questions for the defense 1. Demonstrate change in the promotion strategy of selected FSNC before and after the LCCs market entry in Europe. 2. Do any results of your primary research support the fact that FSNC had to focus on more specific offerings? Which and how? 3. How does the fact, that FSNC have higher awareness confirm hypotheses 2? Could there be other reasons for higher awareness than shift in objectives of their campaigns/ marketing?

The name of the supervisor:

Ing. Markéta Lhotáková, Ph.D.

The employer of the supervisor:

University of Economics, Prague, Department of International Business

12 January 2016

Signature of the supervisor