ABSTRACT

This bachelor thesis deals with the intercultural aspects of airline marketing and their consequences for airline marketing communication. The aim of this thesis is to identify the trends in global approaches to marketing communication of airlines, that is whether airlines apply standardised marketing communication strategies or whether they adapt their marketing communication according to the local cultural aspects of the target market. The first part of this thesis provides a theoretical basis for understanding the specifics of airline marketing communication. The second part identifies the trends in global approaches to airline marketing communication by a review of literature, specific examples and a survey conducted among airlines. The final part of this thesis analyses approach to airline global marketing communication in detail by a case study of Korean Air. Korean Air’s approach to marketing communication is also evaluated and recommendation is made.