

**Karol Götz**

# Comparison of aircraft manufacturers marketing processes

**Master's Thesis**

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## **Comparison of aircraft manufacturers marketing processes**

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**Bc. Karol Götzt**



## **AFFIDAVIT**

I hereby declare that the following master thesis “Comparison of aircraft manufacturers marketing processes” including tables and figures has been written on the bases of my personal knowledge and from the sources listed in the reference section of this document.

Žilina, date 2.5.2012

Bc. Karol Götz

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## **ABSTRACT**

GÓTZ, Karol: Comparison of aircraft manufacturers marketing processes [Master Thesis]. University of Žilina, Faculty of Operation and Economics of Transport and Communications. Department of Air Transport. Master thesis instructor: Ing. Benedikt Badánik, PhD. Graduate degree designation: Engineer (Ing.). Žilina, ŽU, F PEDaS, 2012, 69 pages.

The purpose of the thesis is to compare and explain processes related to aircraft sales in aircraft manufacturers' marketing departments of large and small aircraft producers in practice and on examples. Due to complexity of marketing processes which are performed by large manufacturers it was decided to dedicate to this processes the practical part of the thesis, and because of that the case study is focused on these processes. The reason for this research is the fact that there are no other theses, literature or materials for students that comprehensively describe and compare processes inside marketing departments. It was decided to study processes used by small and large aircraft manufacturers' marketing departments. Detailed search of the literature available did not yield desired results in terms of needed information and before it was decided to contact professionals from the aircraft manufacturer marketing field and use personal experience of the author in the subject under study. To be able handle the subject properly and sufficiently it was necessary to use different kinds of information resources and cooperate with senior analysts from the industry. After data gathering and comparison it had been found that there are extraordinary differences between large and small aircraft manufacturers' marketing departments. The results of this thesis, and comparisons, should serve as an overall overview of the studied subject and as an information source not only for students of aviation subjects. The conclusions arrived at here can serve as a basis for further research of this wide topic.

### **Key words:**

Marketing, aircraft manufacturer marketing, aircraft sales process, comparison of marketing processes, aircraft marketing and sales processes case study.

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