

Matthias Schimmel

The Impact of PR as a Communication Tool of U.K. Budget Airlines

Master's Thesis

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Edinburgh Napier University

Master of Science

in

International Marketing with Tourism & Events

**The Impact of PR as a
Communication Tool
of U.K. Budget Airlines**

- Masters Dissertation -

Author:

Matthias Schimmel

**The Impact of PR as a
Communication Tool
of U.K. Budget Airlines**

by

Matthias Schimmel

August 2011

**Thesis submitted in partial fulfilment
of the Degree:
Master of Science
in
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Declaration

I declare that the work undertaken for this MSc Dissertation has been undertaken by myself and the final Dissertation produced by me. The work has not been submitted in part or in whole in regard to any other academic qualification.

Title of Dissertation:

The Impact of PR as a Communication Tool of U.K. Budget Airlines

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