

LA Times: After 57 years of open seating, is Southwest changing its brand?

July 27, 2024



[Chris Hydock](#), assistant professor of marketing, was interviewed by the [Los Angeles Times](#) for a story about Southwest Airlines' decision to [abandon its famous first-come, first-serve seating policy](#) in favor of traditional assigned seats and a premium class option.

“They’ve not been profitable the last couple of quarters and they’ve had some activist investor pressure to increase their revenue,” Hydock said. “This is one of the options where they could potentially increase their revenue and do something that a lot of consumers have a strong preference for anyway.”

To read the story in its entirety, visit [latimes.com](https://www.latimes.com):

<https://www.latimes.com/business/story/2024-07-26/after-57-years-is-southwests-brand-changing>

Interested in advancing your education and/or career? Learn more about Freeman's wide range of graduate and undergraduate programs. [Find the right program for you.](#)