

Advertising and Public Relation

Assignment Guidelines:

This task evaluates the principles, strategies, and tools of advertising and public relations within the global tourism and service industries. Students are expected to critically analyse integrated communication campaigns, brand messaging, media channels, reputation management, and crisis communication using actionable industry frameworks and real-world case studies.

Submission Format:

- Type: Applied Campaign Strategy Report (Final Project)
- Font: Times New Roman, Size 12, Double Spaced
- Word Count: 4000 – 5000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of advertising and PR concepts and messaging tools – 20%
- Critical analysis of target audience perception, brand positioning, and media channels – 25%
- Integration of academic literature, empirical evidence, and industry case studies – 20%
- Strategic insight, crisis planning, campaign execution, and budget/KPI design – 25%
- Structure, professional presentation, academic tone, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Target Audience & Brand Positioning Analysis
- Communication Strategy & Messaging Framework
- Integrated Media Plan & Campaign Execution
- Crisis Communication & PR Strategy
- Budgeting & Measurable KPIs
- Conclusion & Recommendations
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Integrated Advertising and Multi-Channel Media Campaign for Destination Branding

Analyse how destination management organisations (DMOs) design and execute high-impact, integrated advertising campaigns to build international brand identity and drive visitation. Your paper should:

- Identify and assess target audience personas and high-value market segments for a chosen travel destination.
- Compare traditional advertising media (print, TV, out-of-home) with digital and social platforms to create a best-in-class omni-channel media mix.
- Evaluate global destination advertising case studies, identifying best-practice branding initiatives and those that have either resonated negatively with audiences or failed.
- Create a 12-month integrated campaign plan, including messaging, media mix and performance metrics (e.g. reach, engagement, ROI).

Option 2: Crisis Communication, Public Relations, and Reputation Management in Hospitality

Investigate the strategic role of public relations in safeguarding corporate reputation, navigating public crises, and maintaining stakeholder trust during service disruptions. Your paper should:

- Analyse the important PR strategies and media relations tactics utilised to respond to critical operational crises, consumer backlash, or safety events in the service industry.
- Assess how proactive brand storytelling, reactive PR statements, and executive communications within digital and press channels may create potential trade-offs.
- Evaluate and discuss real-life examples of crisis PR responses from global tourism brands such as airlines, hotel groups, and cruise lines and highlight where they managed effectively and/or where they failed.
- Develop a practical crisis communication model and PR response sequence for an enterprise travel or hospitality brand.

Option 3: Digital PR, Influencer Strategies, and Storytelling in Travel

Evaluate how modern tourism businesses utilise digital PR, influencer partnerships, and user-generated content (UGC) to shape brand perceptions and drive audience engagement. Your paper should:

- Discuss the transition of PR from traditional press release PR to interactive, digital-first storytelling and influencer-led communication strategies.
- Evaluate the strategic risks and benefits of influencer marketing in terms of brand authenticity, audience trust and possible reputational risk.
- Examine recent case studies of travel brands or DMOs that have executed effective viral digital PR campaigns.
- Develop a long-term content strategy and digital PR playbook that creates brand equity and visitor advocacy.