Marketing the regions of France: a creative advertising plan: an honors thesis (HONRS 499)

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Abstract:
France has been a leader in the international tourism industry for many years but recent economic events, consumer attitudes, and the rising Euro have caused France to lose market share in the past 3 years. France is still the number one worldwide destination according to tourist arrivals. However, tourists who once chose France first when traveling abroad are now heading to the neighboring United Kingdom which has gained market share in recent years. In response to this trend, I have formed a creative marketing campaign complete with advertisement designs and promotional suggestions to intrigue a specific target market to travel to France to discover what its regions have to offer.

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Further, such advertising shall not: create an impression that the product is a medicine or has a medical effect. Advertising of promotional contests requires an indication of the terms under which the contest is held, as well as provide information on the organizer of the contest, rules of holding the contest and the amount of prizes or awards as result of the contest, as well as the terms, place or ways to obtain them. Planning an advertising campaign is a process in which all the structural units of the agency and the marketing department of the advertiser participate. The result of this process is drawing up an advertising campaign plan for a certain period. The main task of planning is to determine how the advertising message will reach the consumer: in what form, with what media and within what budget. In the planning process, a creative brand strategy, a media strategy, are developed, how the consumer will be interested, and the strategy of advertising actions that will support the effect of direct advertising. The Honors Thesis is open to students from all majors. While most RH projects culminate in a traditional research thesis, students majoring in the arts may complete a thesis by crafting an original artistic work. Research thesis: an original research project culminating in a written thesis that aligns with academic standards of the student’s field of study. Examples of creative thesis projects include choreographing a dance, writing a novella or collection of short stories, or composing a complex piece of music. Your Thesis Committee. Honors College Faculty Member – an Honors professor who represents the Honors College. It is the responsibility of the RH student to confirm their Faculty Advisor and additional Committee Member.