



ASSIGNMENT OVERVIEW

Students will select ONE city in the United States and evaluate their tourism campaign through their online media. Students are required to evaluate the efficacy of the campaign, establish a demographic being targeted and complete a report on their findings.

WHAT TO INCLUDE

Students should follow these steps when creating their report:



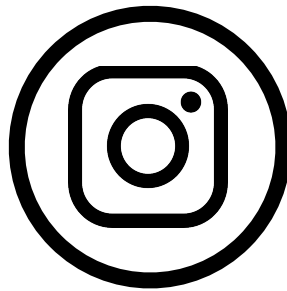
SELECT A CITY OR STATE IN THE USA

- Larger cities and popular states with strong tourism campaigns are better to work with.
- Select a city/state that allows you to assess a wide variety of content.



TOURISM CAMPAIGN WEBSITE ANALYSIS

- Students should have an extensive look at the website of the tourism campaign and write a 1 page report. The report should evaluate the usability and information provided on the site.



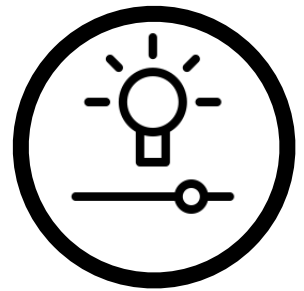
SOCIAL MEDIA ANALYSIS

- Students should look at the social media presence of the campaign and write a one page report on what they find. Is it effective? Why or why not? Would you make suggestions?



DEMOGRAPHIC ANALYSIS

- Based on the website and social media, is there a distinct demographic being targeted? Why or why not? Students should write a one page report.



CAMPAIGN EFFICACY ANALYSIS

- As a summary of your previous three reports, students will write one page outlining whether the campaign they chose is effective and give reasoning behind their choice.

HOW TO DO IT



Your total submission should be a report of **FOUR PAGES** minimum. The report should cover **TOURISM CAMPAIGN WEBSITE ANALYSIS** (1 page), **SOCIAL MEDIA ANALYSIS** (1 page), **DEMOGRAPHIC ANALYSIS** (1 page) and a **CAMPAIGN EFFICACY ANALYSIS** (1 page). Total of four page submission in PDF format on BlackBoard, email submissions will not be accepted.