



The first step of the study consists in choosing the vehicle you will work on: 1- Vehicle for high-speed long-range suborbital transportation
or

2- Orbital vehicle servicing Low Earth Orbit
.

Once the vehicle is chosen, you will address one of the following topics:

1. Your vehicle is new to the market, create a communication/promotion plan to advertise it:
 - Consider unique selling selling points,
 - Consider market (institutional or commercial),
 - Work on the commercial promotion of individual seats,

Or

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Propose a crisis communication plan to be ready for delivering unpleasant news, during commercial exploitation of the vehicle. This plan will be executed in case of a downgraded flight or destruction of the vehicle (with or without casualties) and should be aimed towards different stakeholders (such as the operator, users, policy makers). The communication plan should explain and adjust messaging to reduce societal, industrial and economic implications in an acceptable ethical framework. As much as possible, please refer to actual cases.



General characteristics for the reference vehicles:

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