

Individual Assignment

Brand Management (MKT 624)

*Individual assignment is submitted as part of the course work for Brand
Management*

In this assignment you can explain the topic in details, explain the concept first, explain the brand which you are studying, then conclusion.

Must support your answer with fit picture, graphs, etc.

Introduction

Write a brief about the question such to which topic it relates.

If the question involves about brand give a brief about it.

Answer the main question

Conclusion

References

**The students have to attempt any two questions from the following.
Each question is for 5 grades.**

1. Pick two of your favorite brands. Which brand elements do you immediately associate with them? In your opinion, how do these fulfill the criteria for good brand elements as mentioned in the chapter (4)?
2. Are you part of a loyalty program, such as at a supermarket chain or a coffeehouse (or any other company)? If you are why did you opt for it? Are there other loyalty programs that you were offered but declined to be a part of? What were the reasons for your decision?
3. Visit a department store and evaluate the in store marketing effort. Which categories or brands seem to be receiving the biggest in-store push? What unique in-store merchandising efforts do you see?