

Dialectical Journal Entry Format

A dialectical journal is a reflection tool that allows you to become more familiar with examining sources, identifying important passages or quotes, questioning claims, and digesting new information. This structure helps to facilitate your ability to understand new and important information while also recording your reactions, connections, and observations as you assimilate new learning.

Using the passages and content from the chapters and/or videos, record the pertinent information in the journal table below. You should have at least **8 entries or commentaries** (that you add to the table. That is 8 quotes and 8 commentaries) in the table, but feel free to add more boxes as necessary to enhance your own learning. Please type your responses and save into the format below. Insure you reference the material by name of the video, a citation, and or text chapter and page. I must be able to find the exact information you use.

Please review the example for a clearer understanding.

Key grading instrument items (pts)

Missing the quote or paraphrase	-1
Missing the entry 1, 2, etc.	-1
Missing citations per question	-3
No reference page	-5
Each question (100 words per answer)	-2
Missing required chapter or video	-1

Chapters required

Chap 7,9,10,13

Videos

Brand tracking – Explained!

<https://www.youtube.com/watch?v=ZbPUi247wI8>

Terri Goldstein - Speaking Brand IntelligenceTM

<https://www.youtube.com/watch?v=6kS3fzdk9N0>

Why You Should Be Building Brand Equity

https://www.youtube.com/watch?v=geaV_bFR_Rk&t=128s

Line Extension vs Brand extension

<https://www.youtube.com/watch?v=DaeA-22I-94>

Learn How Brand Extension Can Transform Your Business!

<https://www.youtube.com/watch?v=pK9rbuX2RuA&t=13s>

Entry	Quotes, Paraphrased Arguments, Specific Facts or Claims in Content	Commentary	Source
1	"Brand extension is a marketing strategy where an existing brand launches a new product under the same brand name but different from the original offering."	This quote highlights the concept of brand extension, which is a strategic move by businesses to leverage their existing brand equity to introduce new products or services.	Learn How Brand Extension Can Transform Your Business!
2	"New products can be more easily accepted when using an established parent brand since you're launching a new product based on the existing status and customer base of the original brand."	This quote emphasizes the advantage of brand extension in terms of customer acceptance. When a new product is launched under an already established brand, it is more likely to be accepted by customers due to the trust and familiarity they have with the parent brand.	Learn How Brand Extension Can Transform Your Business!
3	"Brand tracking activities and campaigns result in a boosted share of market and sales."	This quote underscores the importance of brand tracking in enhancing market share and sales. It suggests that effective brand tracking strategies can lead to significant business growth.	Brand tracking – Explained!
4	"Consumers respond to cues and symbols designed to hijack their emotions."	This quote suggests that consumers' purchasing decisions are often influenced by emotional triggers embedded in brand designs and symbols.	Terri Goldstein - Speaking Brand Intelligence™
5	"Brands can protect themselves from brand malpractice by understanding how their brand is perceived on shelves in five to seven seconds."	This quote emphasizes the importance of first impressions in branding. It suggests that brands need to ensure their products can effectively capture consumers' attention within a very short time frame.	Terri Goldstein - Speaking Brand Intelligence™
6	"Consumers are willing to pay up to 25% more for your product than for a private label every time."	This quote highlights the value of brand equity. It suggests that consumers are willing to pay a premium for products from established brands as compared to private labels.	Terri Goldstein - Speaking Brand Intelligence™

7	"Brand extension has the potential to attract new customers and a wider Market which is great for struggling businesses that want to revive their brand and insert themselves back into the market."	This quote underscores the potential of brand extension to attract new customers and penetrate wider markets. This strategy can be particularly beneficial for businesses that are struggling and looking to rejuvenate their brand and regain market presence.	Learn How Brand Extension Can Transform Your Business!
8	"You want to work with us because we understand restaurants and we want to be able to provide you a return on your investment. This isn't just about picking tile and your booth fabric."	This quote emphasizes the importance of understanding the industry you're in and the value of providing a return on investment to your customers. It suggests that successful businesses go beyond surface-level decisions and focus on delivering real value.	Why You Should Be Building Brand Equity