**MKT 545 Learning Task 1 (545 LT1)**

**General Instructions**

You will be engaging in Learning Tasks (out of the course or in the course) that require you to:

* (a) Use a variety of reasoning and critical thinking strategies to address issues and problems
* (b) write reflectively about what you are learning, how it relates to what you already know about the content, and how it relates to your life (in some cases).

Your writing should be related to or characterized by deep thoughts; using terms, concepts, and other details from the text, lecture etc. Thoughtful should include but is not limited to using terms, concepts, and other details from the text, lecture, etc.

## **Course Description**

Small Business Brand Management - This course is a study of the core concepts of marketing as applied to small and medium sized enterprises (SMEs) with emphasis on effectively branding the business. It is designed to prepare students with the skills and requisite knowledge that are necessary to start and run a small business. You also are exposed to important business principles and tools that make the foundation of organizational settings. Pre-requisite: MKT 521

1. To understand the basic principles of Marketing.

2. To demonstrate the uses of marketing mix in corporate strategy.

3. To familiarize students with the basics of creating a marketing plan.

4. To provide students with an opportunity to learn about excellent examples of marketing-driven companies throughout the world.

**Specific Problem Instructions**

Please see the example template below. The numbered problem and question are required. Please note that sources are required based on the rubric.

**Naming the File**

The file submitted should be a Word doc ONLY. The file name should be File name Course number and section, Last name ONLY, the assignment (Required: 51101W Yourlastname LT2) (example if you are Ms Jones: 51101W Jones LT2).

**Key grading instrument items (pts)**

Missing the questions -2

Missing citations/references per question -3

Not including separate question ea. -2

No reference page -5

Each question (40-80 words per answer) -2

**File may be returned and not graded (request resubmit)**

Missing the cover page

Questions and numbering not included

File name not correct

Use the text as a resource to get ideas and explain branding and marketing activities in a special way. Each question is worth 12.5pts each. COMPLETE THE FOUR (4) QUESTIONS IN GREEN.

REQUIRED

1. Ch 2 discusses POD and POP. Describe a segment (giving psychological, demographic, and behavior descriptions). Provide an exhibit for your brands with its competitors on POP and POD for this segment.
2. Ch 3, Using p. 93, Fig 3-4 Possible Measures of Brand Building Blocks, identify 6 questions in the exhibit (2 from each of Salience, Performance, and Imagery). Identify individuals that have experienced the brands and record their responses. Explain what the limited results you have tell you about the consumer(s) and brand(s) you have chosen.
3. Ch 4, Using p. 139 assess 3 of the key elements based on the target population or segment you have described for the brand you have chosen (Assess 3 of the following using the table: Brand Name or URL, Logos and Symbols, Characters, Slogans and Jingles, and Packing and Signage).
4. Ch 7, Branding in the Digital Era, is about utilizing the vast digital environment to strengthen your brand. Create an Excel table with the following 3 headings: Current or Old Item, Recommended New Digital Pivot, Justification.

### **The role of a brand manager**

A Brand Manager is responsible for adapting a brand strategy for a company's target market.

As the 'brand guardian', brand managers maintain brand integrity across all company marketing initiatives and communications, and may manage a portfolio of products. Brand managers have strong communication skills and need to maintain good relationships with colleagues and external contacts (a key to networking as well).

### **What activities are part of the brand manager role?**

* Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
* Planning and execution of all communications and media actions on all channels, including online and social media
* Assisting with product development, pricing and new product launches as well as developing new business opportunities
* Creating and managing promotional collateral to establish and maintain product branding
* Managing the budget for advertising and promotional items
* Competitor and customer insights analysis
* Analysis of sales forecasts and relevant financials and reporting on product sales

Abbreviated Example below with one question example as a template

Learning Task X

Your Name



MKT 5XX

Dr. Chris Myers

**This example is to give you context and the approach. It is not meant for you to copy specific answers. The answers are abbreviated as to not guide you in the wrong direction.**

**Use the text as a resource to get ideas and explain branding and marketing activities in a special way. Each question is worth 5pts each. The company, AMC is used below.**

**1. Ch 1, p. 3-4 explains the example of product levels. Reproduce the exhibit (Fig 1-1) for your chosen brand.**

|  |  |
| --- | --- |
| **AMC Movie Chain Product Levels** | |
| **Level** | **Watching Movies** |
| **Core Benefit** | The movie that is being |
| **Generic Product** | A dark movie |
| **Expected Product** | Clean theaters |
| **Augmented Product** | Reclining and heated seats, |
| **Potential Product** | Reserving a |

**2. Ch 2 discuss POD and POP. Describe a segment (giving psychological, demographic, and behavior descriptions). Provide an exhibit for your brands with its competitors on POP and POD for this segment.**

*POD:* Stands for Points-of-differences. These are benefits ……

For example, …..

*POP:* Stand of Points-of -Parity. Benefits offered …… There are three types: category, competitive, and correlational. For example, ……

*Segment:* The segmentation process ……

|  |  |  |
| --- | --- | --- |
| **POD and POP: Movie theaters** | | |
| **AMC: Point of Differences** | **Points of Parity** | **Majestic 12: Points of Differences** |
| Heated | Concessions | Cheap price |
| Dine | A place to | Local feel |
| Larger | Sometimes | Family |
| Rocking |  |  |
| Loyalty |  |  |

**3. Ch 3, Using p. 93, Fig 3-4 Possible Measures of Brand Building Blocks, identify 6 questions in the exhibit (2 from each of Salience, Performance, and Imagery). Identify individuals that have experienced the brands and record their responses. Explain what the limited results you have tell you about the consumer(s) and brand(s) you have chosen.**

*I gathered all responses from my older brother.*

Salience

Have you heard of AMC Movie Theaters? -*Yes. I*……

How frequently do you think of this brand? -*Not very often. Only* ……

Performance

Compared with other brands in ……

*-I think AMC does a great* …………

Imagery

To what extent does thinking of the brand bring back pleasant memoires? -*I have very pleasant memories from AMC. I remember* ……

To what extent do you feel you grew up with the brand? -*I feel strongly* ……

**4. Ch 4, Using p. 139 assess 3 of the key elements based on the target population or segment you have described for the brand you have chosen (Assess 3 of the following using the table: Brand Name or URL, Logos and Symbols, Characters, Slogans and Jingles, and Packing and Signage).**

*Brand Name and URL’s:* AMC operates ……

AMC Dine-in Theaters ……

I feel like having these ……

Text

Description automatically generated

The following is

…… Text

Description automatically generated

*Logos and Symbols:* As the book mentions

……

*Slogans and Jingles:* According to the book, ……

**5. Ch 5, Using p. 151-152 discuss personalizing marketing, describe how the brands you have chosen personalizes the services they offer.**

Personalized marketing is a marketing strategy created using data to deliver brand ideas and messages to the target market. This type of marketing is important to create a personal connection with consumers.

AMC is attempting to use ……

**6. Ch 6, Starting with p. 188, 3 Major Marketing Communication Options, identify a major marketing communication item that would work for a brand that you have chosen. Describe the Pros and Cons for your option. Identify the Guidelines for your strategy. Then identify which criteria (p. 207) for coverage you would be using to implement an effective strategy.**

The major marketing ……

A picture containing table

Description automatically generated**7. Ch 7, Branding in the Digital Era, is about utilizing the vast digital environment to strengthen your brand. Create an Excel table with the following 3 headings: Current or Old Item, Recommended New Digital Pivot, Justification (Do 3-5)**

**References**

AMC Theatres® Announces ……

AMC Theatres focuses on ……

AMC Theatres is rated "Poor" …… AMC Theatres Logo. (n.d.). Retrieved from <https://1000logos.net/amc-theatres-logo/>

AMC Theatres. (2021, ……

The AMC Difference. (n.d.). ……

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