**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

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.

Segment: Small Business Owners

Psychological Description: Small business owners are driven by a sense of autonomy and entrepreneurship. They have a strong desire to establish and grow their businesses, often taking risks and making decisions independently. They value efficiency, productivity, and cost-effectiveness. Small business owners are motivated by the satisfaction of building something from the ground up and achieving success on their own terms.

Demographic Description: This segment includes individuals who own and operate small businesses across various industries. They can range from sole proprietors to small teams of employees. Demographically, small business owners can be diverse in terms of age, gender, and educational background. However, they typically share the common characteristic of being passionate about their business ventures.

Behavioral Description: Small business owners are highly engaged in managing their businesses and tend to wear multiple hats, handling various aspects such as operations, finance, marketing, and customer service. They are open to adopting technology solutions that streamline their business processes, improve efficiency, and help them compete with larger enterprises. They seek cost-effective tools that provide a strong return on investment and enhance their overall business performance.

|  |  |  |
| --- | --- | --- |
| **Brand** | **Points of Difference (POD)** | **Points of Parity (POP)** |
| **Microsoft** | 1. Comprehensive Productivity Suite (Microsoft Office) | 1. Software Applications (Microsoft Teams, Microsoft Edge) |
|  | 2. Widely Used Windows Operating System | 2. Hardware Devices (Surface laptops, peripherals) |
|  | 3. Cloud Computing Services (Microsoft Azure) | 3. Developer Tools (Visual Studio) |
| **Google** | 1. Google Workspace (Alternative Productivity Suite) | 1. Software Applications (Google Meet, Google Chrome) |
|  | 2. Android (Operating System) | 2. Hardware Devices (Various manufacturers) |
|  | 3. Google Cloud Platform (Cloud Services) | 3. Developer Tools (Android Studio) |

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.   
  
  
Salience:

How frequently do you think of Microsoft?

Have you ever heard of Microsoft?

Performance:

Compared with other tech companies, how well does Microsoft provide the basic functions of their product or service category?

How reliable is Microsoft?

Imagery:

To what extent do people you admire and respect use Microsoft?

How much do you like people who use Microsoft?

Individuals Responses:

My Older Brother:

Salience: My older brother thinks of the Microsoft brand quite frequently. He uses Microsoft Office for his work and relies on Windows operating system on his personal computer. He is familiar with the Microsoft brand and its products and services.

Performance: My older brother believes that Microsoft performs well in providing the basic functions of productivity tools and operating systems. He finds Microsoft's products to be reliable and dependable for his work and personal needs.

Imagery: My older brother notices that many professionals and industry leaders he admires and respects use Microsoft products, which enhances his perception of the brand. He holds a positive attitude towards people who use Microsoft, associating them with professionalism and efficiency.

My Younger Brother:

Salience: My younger brother does not think of the Microsoft brand very often. He primarily uses other software and operating systems and is less familiar with Microsoft's products and services.

Performance: My younger brother does not have a strong opinion on how well Microsoft performs compared to other brands in the category, as he has limited experience with Microsoft's offerings.

Imagery: My younger brother does not have a strong association between the Microsoft brand and people he admires or respects. He does not hold a specific attitude towards people who use Microsoft.

Based on these revised hypothetical individuals, we can infer that my older brother has a stronger connection and familiarity with the Microsoft brand. He perceives Microsoft as a reliable and high-performing brand, and he values the association of professionals he admires using Microsoft products. On the other hand, my younger brother has limited exposure and engagement with the Microsoft brand, leading to a less salient presence and weaker associations.

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 Names and URLs: https://www.microsoft.com/en-us/

Memorability: Microsoft has established a highly memorable brand name and URL. The name "Microsoft" has become synonymous with software and technology, making it easily recognizable and memorable among small business owners.

Meaningfulness: The brand name "Microsoft" is highly meaningful as it combines the words "microcomputer" and "software," reflecting the company's focus on software solutions for personal computers. This meaningful association resonates with small business owners who rely on technology for their operations.

Adaptability: Microsoft's brand name has shown exceptional adaptability over the years. While it originated with software for personal computers, the company has successfully expanded its offerings to include cloud computing, gaming, and more, demonstrating the brand's ability topasted-image.tiff evolve with changing market needs.

Logos and Symbols:

Memorability: Microsoft's logo, commonly known as the "Microsoft Window," is highly memorable and instantly recognizable among small business owners. The four-color square divided into smaller rectangles has become an iconic symbol representing the brand's software and technology solutions.

Likability: The Microsoft logo is generally well-liked by small business owners. It evokes positive associations with innovation, reliability, and trustworthiness, which are essential qualities for businesses seeking technology solutions.

Transferability: The Microsoft logo has excellent transferability across various products and services. It can be easily adapted to different contexts and platforms while maintaining its core visual identity.

Slogans and Jingles:

Memorability: Microsoft has used various slogans over the years, such as "Where do you want to go today?" and "Empowering us all." These slogans have contributed to the brand's memorability by capturing the essence of Microsoft's mission and resonating with small business owners.

Meaningfulness: Microsoft's slogans convey powerful messages about the brand's commitment to empowering users and providing technology solutions. They are highly meaningful to small business owners who seek reliable and innovative tools to enhance their operations.

Adaptability: Microsoft has demonstrated adaptability in modifying and updating its slogans to align with evolving market trends and brand positioning. The company has effectively used slogans to communicate its brand values to small business owners.

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.

|  |  |  |
| --- | --- | --- |
| **Current or Old Item** | **Recommended New Digital Pivot** | **Justification** |
| Traditional Print Advertisements | Social Media Advertising | Social media platforms offer a wider reach, targeting capabilities, and real-time engagement, allowing Microsoft to reach a larger audience and generate more interaction and brand visibility. |
| In-person Product Demos | Virtual Reality (VR) Product Demos | Virtual reality provides an immersive experience, allowing potential customers to interact with Microsoft products virtually, showcasing their capabilities and features in a memorable and engaging way. |
| Physical Software Distribution | Digital Software Distribution (via Online Stores or Subscriptions) | Digital distribution eliminates the need for physical copies and provides instant access to software, offering convenience to customers and reducing distribution costs for Microsoft. |

### **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 1

Victor Ejiasi

