**MKT 545 Learning Task 2 (545 LT2)**

**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

Choose a brand of your choice.

Use the text as a resource to get ideas and explain branding and marketing activities in a special way. Each question is worth 20pts each.

1. Ch 8, using fig 8.1, p. 262, build a table with the headings of associations, action, and customer benefit. Use 3 associations you think will benefit your chosen brand and identify the information in the table. Explain the outcome of your table. See example below.



1. Ch 9, p. 308-314, identifies the importance and ways in which the brand can conduct brand tracking. Build a table use the following template or something very similar for your chosen brand. Identify 3 specific data points for your table. Explain the outcome of your table. See example below.



1. Ch 10, p.341, covers brand personality and values. Identify the brand personality for your brand using information you are able to collect through social media or other sources. Explain the outcome of your table. See example below.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Brand | REI |  |
|  | **Personality** | **Facets** | **Consumer information (source)** |
| 1 | Rugged | Tough | various outdoor activities, more terrain oriented (citation) |
| 2 | Rugged | Outdoorsy | consumers prefer to be outdoorsy, adventurous (citation) |
| 3 | Competence | Reliable | hard working, secure (citation) |

1. Ch 14 covers managing brands over time. Revitalizing brands is covered starting on page p. 495. Build a table using the headings below, similar brands, and similar successful occurrences. Explain the outcome of your table. See example below.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Revitalizing activity | Examples (give 3 for your brand) | Activity (source) |
|  | Image | Burberry | New motto, new products, new services (citation) |
|  | Different usage | Burberry | for retail therapy (other benefits) (citation) |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

Learning Task X

Your Name



MKT 5XX

Dr. Chris Myers

**The answers are abbreviated as to not guide you in the wrong direction.**

**Choose your own brand to use.**

**Use the text as a resource to get ideas and explain branding and marketing activities in a special way. Each question is worth 20pts each.**

**1. Ch 8, using fig 8.1, p. 262, build a table with the headings of associations, action, and customer benefit. Use 3 associations you think will benefit your chosen brand and identify the information in the table. Explain the outcome of your table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Brand* | *AMC* |  |
|  | **Associations** | **Action** | **Customer Benefit** |
| 1 | Ingredients | Choose better quality ingredients for concessions and dine-in. | Customers enjoy better tasting quality food, and know that AMC movie theaters serves high quality, great tasting food. |
| 2 |  |  |  |
| 3 |  |  |  |

1. Ingredients: Although AMC is already

2. Alliances: AMC aims to provide) …….. In improving ……..

3.Third Party Endorsements: Marketing AMC’s brand ……..

**2. Ch 9, p. 308-314, identifies the importance and ways in which the brand can conduct brand tracking. Identify 3 specific data points for your table. Explain the outcome of your table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Brand* | *AMC* |  |
|  | **Dates** | **Activity** | **AMC's reply or post** |
| 1 | 11/11/2021 | AMC had a contest on Twitter/Instagram. | "Compete in an #AMCTheaters trivia contest for a change to win an #Eternals prize pack! One random winner will be selected who answers te following question correctly. Rules: amc.film/3n2340w" "Name the Marvel Comic writer and artiest who created the ETERNALS comic book in 1976." |
| 2 |  |  |  |
| 3 |  |  |  |

1.AMC conducted a ……..

2. AMC is continuing ……..

3. It is very important for ……..

**3. Ch 10, p.341, covers brand personality and values. Identify the brand personality for your brand using information you are able to collect through social media or other sources. Explain the outcome of your table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Brand* | *AMC* |  |
|  | **Personality** | **Facets** | **Consumer information (source)** |
| 1 | Sincerity | Wholesome | The AMC brand feels like home. Its classic and comforting. "America's Hometown Theater" |
| 2 |  |  |  |
| 3 |  |  |  |

1. AMC has created a brand ……..

2. AMC always stays up-to-date with the ……..

3. AMC continues to create new ……..

**4. Ch 11 discusses ways of valuing a brand. Using Table 11-1, p. 379, as an example, identify the value of your brand and two of its competitors. Explain the outcome of your table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Brand Value (2017)** | **Brand Value (2021)** | **Brand as a percentage** |
|  | …….. | …….. | …….. |
|  |  |  |  |
|  |  |  |  |
| AMC Theaters | $2.98 Billion | $28.44 Billion | 35.40% |
| Source | Companiesmarketcap.com |  |  |

AMC has done a significant job ……..

**5. Ch 14 covers managing brands over time. Revitalizing brands is covered starting on page p. 495. Build a table using the headings below, similar brands, and similar successful occurrences. Explain the outcome of your table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Revitalizing Activity** | **Examples** | **Activity** |
|  |  |  |  |
| 1 | Improving Brand Image | Improve website design and structure, communicate the brands values, define the unique aspects of the brand, define the brands values | AMC Theaters created three distinct brand names: AMC Theaters, AMC Classic Theaters, and AMC Dine-In Theaters. Each of which have a different image and feel that targets different groups of people. |
| 2 |  |  |  |
| 3 |  |  |  |

1. AMC’s three distinct brand ……..



(Image from reddit.com)

Finally, there is AMC ……..

2. AMC has repositioned its ……..

3. AMC shortened its ……..

Text

Description automatically generated with medium confidence

The most recent logo is modern ……..

**References**

AMC. (2021). The AMC ……..

AMC. (2017, September 26). AMC ……..

AMC. (2021). Retrieved November ……..

AMC Entertainment (AMC) - ……..

Businesswire. (2017, March 01 ……..

Cinemark Theatres (CNK) - Market ……..

CNKs Competition by Segment ……..

C., Sandy. (2020, December 31). Why is dine-in movie theater ……..

Marcus Corporation (MCS) - Market capitalization. (……..

Maryville University. (2021, April 01). ……..