

Practice

Test | 01

Student Name:

Essay. For full credit please write a minimum of 2 paragraphs with at least 8 sentences total.

1. What is branding? What are the three primary functions of a brand? And, what are the steps in a brand process?

2. What is a Brandmark? And, what are the 5 types of Brandmarks? Explain each and draw an example.

Definitions - Please write the definition/meaning for each term.

3. Stakeholders

4. Brand Governance

5. Brand Architecture

6. Tagline

7. Brand Culture

8. Trends

9. Big Data Analytics