

By the end of this unit, students will be able to...

- Define branding in your own words.
- Summarize the benefits of branding.
- State general guidelines regarding effective branding.
- Summarize and define each of the following: brand equity; brand position; brand loyalty.
- Describe the role of each of the following in the process of branding: mission statement; vision statement; essence; personality; IMC
- Define and describe Integrated Media Communication.
- Describe the 3 C's of IMC
- List and describe the following components of IMC: advertising, public relations, and customer service.
- Summarize each of the following phases of product advertising: pioneering, retentive, and competitive.