

Learning Activities



Learning Activity 1

| Have students choose a brand related to the CCIs from a pool that you have already selected. |
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| Get them to show and comment on evidence for 5 elements of branding related to the brand they have chosen. |
| Answers: |
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Learning Activity 2

Consider the case study regarding Branding. Advise the students to write an essay debating the topics addressed and justify their opinion with the support of scientific literature.

| Answers: | |
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