

Learning Activities

Learning Activity 1

Have students choose a brand related to the CCIIs from a pool that you have already selected.

Get them to show and comment on evidence for 5 elements of branding related to the brand they have chosen

Answers:

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:
