Learning Activities

Learning Activity 1

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

Get them to show and comment on elements that they consider to be flawed, while having in mind the concept of branding, and what it can provide to an enterprise.

Answers:

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Learning Activity 2

Consider the case study regarding Branding. Give the following guidelines to the students:

1) View the case study (to continue using it as class material),

2) Identify three elements, addressed by the actor in each video, that they believe were the most relevant to the brand's success to discuss in class with colleagues; and

3) Share their answers with the class in order to build collectively their belief of what represents a strong brand.

In this way, we present the trainees as co-creators of the course materials themselves, while they develop their critical thinking skills.

Answers:

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