**Brand Management Project Outline**

**Objectives:**

This project is meant to evaluate students’ ability to create a brand

**Project requirements**

To fulfil the requirements of this project student need to form a group of 4-5 students. Each group should choose a product, and to develop a full branding strategy.

**Project content:**

1. Introduction

At this section each group is expected to introduce their product

1. Branding strategy

* Positioning strategy
* Resonance model

1. Designing brand elements
2. Designing brand marketing program ( which should include your brand pricing and channel strategy)
3. Design a full IMC campaign including art work

Tip: Think like a marketer, think critically, and explain every decision you decide to make in creating your brand

**Marking criteria:**

This project counts for 15% of your total module mark divided as follows

10% for including the expected project content and illustrating a good understanding and knowledge of brand designing and management

5% for presentation

**Project deadline:**

21.12.2016 during the lecture (Late projects will not be accepted)

**Note :**

Kindly use *times new roman* or *Arial* font. Font should not be less than 11 and minimum of 1.5 spacing

Project should not exceed 7000 words

**Best of luck ☺**