

Objectives for Corporate Branding

Knowledge/Skill Statement

Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities

Performance Element

Position company to acquire desired business image.

Performance Indicator

Describe factors used by businesses to position corporate brands (PM:207)

SCANS Information 5-8; Systems 15; Basic Skills 1-2, 5-6; Thinking Skills 7-8, 12

21st Century Skills

Critical Thinking and Problem Solving Skills 1; Communication and

Collaboration 1

Objectives

- a. Define the following terms: brand identity, values, brand cues, brand personality, touch points, brand promise, and corporate brands.
- b. Describe the elements that make up a corporate brand's identity.
- c. Explain the use of values in corporate brand development.
- d. Discuss the significance of a corporate brand's personality.
- e. Describe the use of corporate brand touch points.
- f. Distinguish between corporate and distributor brands.