

Value to Marketing Education:

This study has several key contributions to existing marketing education literature: first, it helps us to further evaluate the effectiveness of client sponsored experiential project due to the changing business and student expectations of marketing education; second, it explores the potential antecedents of effective experiential pedagogy such as information literacy and perceived competency; third, this is the first study to empirically investigate the potential impact of information literacy on marketing research related experiential projects to the best of our knowledge since extant studies were mostly conceptual; next, this study adds alternative insights on client sponsored experiential projects and its practical effectiveness; and finally, there is significant theoretical, pedagogical and practical importance in examining how students perceive client sponsored experiential projects.

References available upon request

Title: The Three B's of Branding: Applying the Brand Evolution Process in Marketing Classes

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Abstract

Branding, like many other marketing concepts, has evolved over time, but models for branding as an evolutionary process have been largely absent from the curriculum. This paper is a conceptual piece consisting of a literature review and resulting in a new branding model. The paper has three objectives: to (1) highlight relevant extant research in branding, (2) discuss the importance of brand evolution as a necessary component of marketing strategy, and (3) introduce the Brand Evolution Process, consisting of three distinct stages and providing a framework for enhancing student understanding of the holistic nature of brand strategy. The Brand Evolution Process has three stages. Brand Development is strategic in nature and occurs before commercialization and involves forming a brand identity and all of the related brand elements for what will eventually become a related line of products. The Brand Management stage involves managing the brand image in the marketplace, beginning with awareness and attitude formation among the market potential through effective and cohesive marketing communication efforts, and progressing to brand usage, preference and loyalty. Brand Optimization involves leveraging the equity built in a brand through new product brand extensions in addition to re-branding and re-positioning when necessary. This three-stage evolution concept is in its beginning stages with a focus on an initial exploration of some of the current literature and suggesting a concise model which will be challenged by future qualitative and quantitative research. References are available upon request.

References available upon request