Strategic Brand Management - Lessons for Winning Brands in Globalized Markets 1st edition John Test Bank

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Testing Resources

Instructor materials to accompany

Strategic Brand Management: Lessons for Winning Brands in Globalized Markets

First Edition

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TESTING RESOURCES

Brand management is often taught as a senior level undergraduate class or an MBA class. For both, instructors often employ a variety of testing formats, including mini-cases and short-answer questions. These may be used exclusively or in addition to multiple-choice questions.

Given the variety of testing formats, we provide several options for instructors using our textbook. We provide a bank of mini-cases to serve as a starting point for test construction. Mini-cases are often a preferred format for assessing application of knowledge gained from this course, but they can be time consuming to develop. We provide a number of mini-cases, with questions tailored to topics covered in the textbook. We also provide a bank of multiple-choice questions and answers, which can be combined with mini-cases to afford multiple ways of assessing student learning.

We recommend that you keep the originals of your test materials instead of disbursing them to students. This will allow you to develop your own bank of testing materials that can be utilized each time you teach the course. Good mini-cases and multiple-choice questions require time to develop and are compromised once they are disbursed to students.

I. Mini-Cases

Doritos (Brand Architecture Case)

Doritos were first introduced to the market in 1966 as a taco flavored corn chip, with Toasted Corn and Nacho Cheese added in the following years. Currently, over a dozen flavor varieties are offered.

Distribution for Doritos consists primarily of grocery stores, convenience stores, and vending machines. The strong brand name has allowed Doritos to gain prime shelf space in grocery stores and convenience stores for predominant displays and better promotion position. As market leader with 78% control of the tortilla chip market, there is little competition for Doritos within this market. However, looking across the snack category, Doritos has competition from brands of potato chips, Chex Mix, and Cheetos as well as nuts and pretzels.

Doritos Brand

The Doritos brand represents a bold flavor experience and has continued to be the tortilla chip leader in the “salty snack” category, with almost universal appeal. Doritos has been endorsed by popular celebrities, held breakthrough advertising campaigns at the Super Bowl, and boasts an online fan club, all of which are a great source of brand equity, loyalty, and recognition.

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