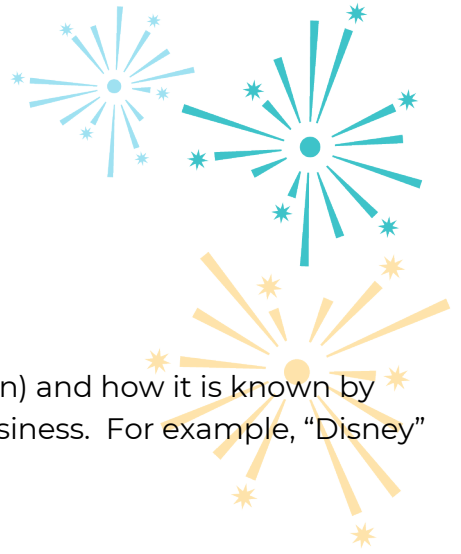


# CAREER BRIEF

## (Grades 6-8)

### BRAND MANAGER



#### WHAT IS A BRAND AND BRANDING?

A brand is the personality of a business (product, service or organization) and how it is known by people. It's the first thing you think of or feel when you recognize a business. For example, "Disney" is known for being fun, caring, creative and imaginative.

Branding shapes people's opinions about a business.

#### WHAT IS A BRAND MANAGER?

A Brand Manager helps build the connection between a product and its customer. They are responsible for shaping the thoughts and reactions people might have when they hear the brand's name.

#### WHAT DOES A BRAND MANAGER DO?

A Brand Manager has many responsibilities, including the following job tasks.

- Gathers information about the brand's competitors.
- Develops goals to increase the brand's value.
- Assists with introducing new products to customers.
- Reports to their team about how much money the brand is making.

**\*Fun Facts: Did you know that....** McDonald's originally sold hot dogs, not hamburgers? Twitter's bird is called Larry? The Rubik's cube is the best-selling product of all time?

#### EDUCATION

- College degree in business administration, marketing and/or management.

#### TRAINING

- Branding experience.
- Brand or product management certificate.

#### SKILLS

- Strong written and verbal skills.
- Leadership and organizational skills.
- Management skills.

Products are made in the factory, but brands are created in the mind. -Walter Landor