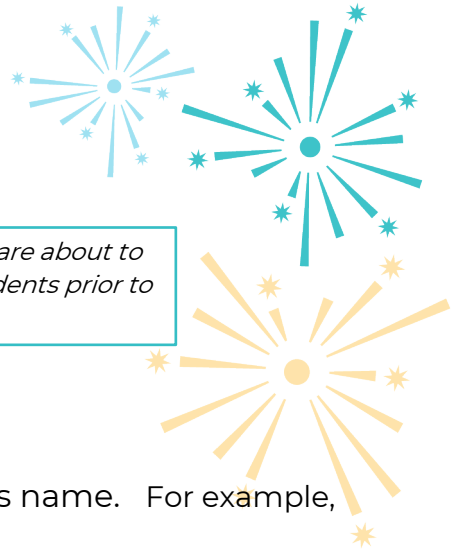


# CAREER BRIEF

## (Grades K-2)

### BRAND MANAGER



*This Career Brief gives students a snapshot of the career they are about to explore. Please read and review the Career Brief with your students prior to the Spark Encounter.*

#### WHAT IS A BRAND?

A brand is what people think about a business when they hear its name. For example, “Disney” is known for being fun, caring, creative and imaginative.

#### WHAT IS A BRAND MANAGER?

A Brand Manager helps shape the feeling you have about a business.

#### WHAT DOES A BRAND MANAGER DO?

A Brand Manager has many jobs to do.

- Figures out how people describe their business.
- Tells people about their business.
- Writes goals about their business.

**\*Fun Facts:** Did you know that McDonald's originally sold hot dogs, not hamburgers?

#### EDUCATION

- College degree in business.

#### TRAINING

- Experience working with different businesses.

#### SKILLS

- Be a good reader and writer.
- Be a good leader.

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