



LAURA HANTKE

*B.A. Public Relations
& Advertising*

Minor: University Honors

*Mentor:
Cory O'Connor, M.B.A.*

Beckman 204

Branded

We all have brands we know and trust, whether it's Nike, Fender, or Campbell's. This project will give listeners a look into what it means to create these strong brands, what consumer brand loyalty is, and the benefits of that loyalty. The presentation will also discuss how marketing and creating strong companies can act as a positive force in our society and economy. A brief history of branding and relevant case studies will be included to provide background and highlight relevant concepts.